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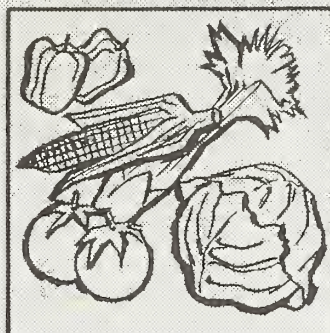
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ACREAGE-MARKETING GUIDES

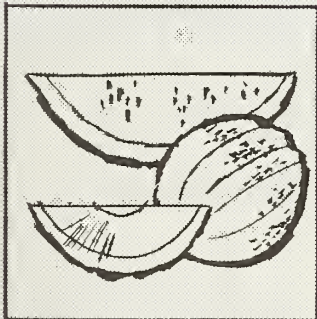
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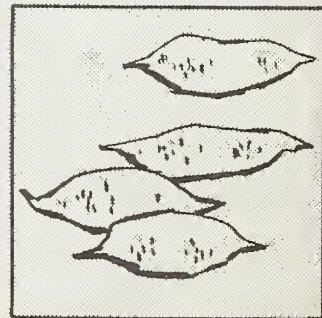
SUMMER AND FALL VEGETABLES FOR FRESH MARKET

SUMMER MELONS

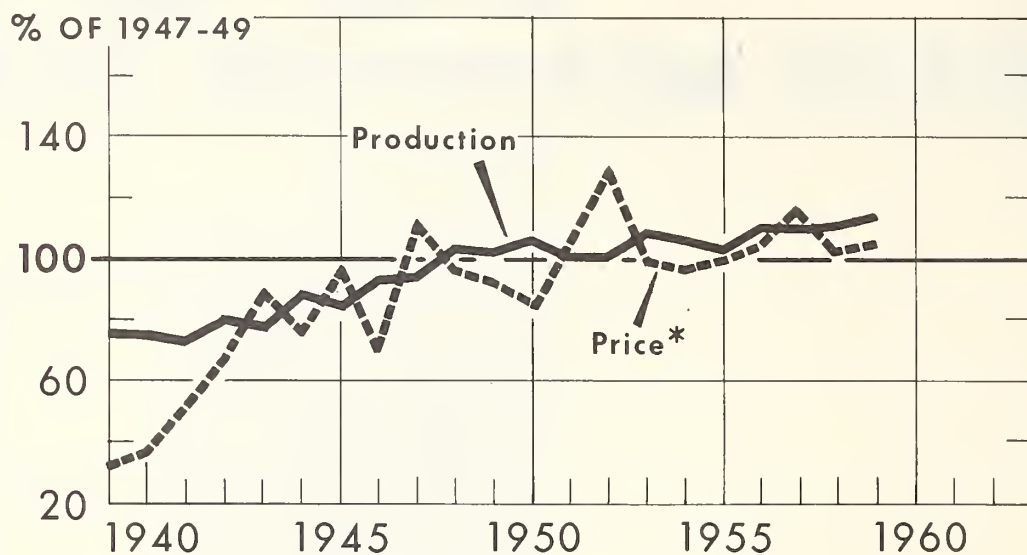


Agricultural Marketing Service AMG-13
UNITED STATES DEPARTMENT OF AGRICULTURE
Washington, D.C.

SWEETPOTATOES



SUMMER COMMERCIAL VEGETABLES FOR FRESH MARKET



*SEASON AVERAGE PRICE RECEIVED BY FARMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7654-60 (1) AGRICULTURAL MARKETING SERVICE

Production of summer fresh vegetables has been trending slightly upward since 1953. The index of production in 1959 was 2 percent higher than in 1958 and 14 percent higher than in 1953. The increase in recent years has resulted principally from larger crops of lettuce, celery, sweet corn, onions, and early summer tomatoes. Production of most other commodities has generally held steady or declined only slightly. Prices for summer vegetables have varied considerably from year to year but have shown no definite trend. In 1959, the index of price was 2 percent higher than in 1958. Moderate to high prices for tender vegetables late in the season were responsible for the increase. Prices for the more hardy vegetables were relatively low during the summer of 1959.

F O R E W O R D

The acreage-marketing guides program for vegetables is designed to assist growers in balancing the supply of each vegetable with market requirements. The objective of the program is to provide the best possible estimates of the acreage of particular vegetables required to produce the quantity of these vegetables necessary to satisfy the market need anticipated for the coming season.

The guides are prepared by specialists who follow the markets for the various commodities closely throughout the year and develop a record of happenings in the various markets, with explanations for unusual occurrences. On the basis of the latest and best available information, specific recommendations are developed for each commodity and a brief report is prepared explaining the reasons for each recommendation. Recognition is given to trends in recent years and for long time periods. Also, any abnormalities of preceding seasons are considered carefully. However, the recommendations are based upon the assumption that average conditions will prevail in the following season. The recommendation for each commodity is presented in terms of a percentage change from the acreage and production for preceding years, so that each individual grower can apply this percentage-change recommendation to his own operations. The recommendations are reviewed before publication by representatives of various agencies of the Department of Agriculture.

The grower is provided with the Department's recommendation and also with the latest information upon which the recommendation is based. The information is presented to the grower in sufficient time for him to consider the facts as he develops his plans for the forthcoming season. The fundamental concept behind the guide program is that, given the best information possible, the grower will make intelligent decisions for his and the industry's best interest. Compliance with the guides on the part of growers is voluntary. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

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1960 Acreage-Marketing Guides

Summer and Fall Vegetables for Fresh Market

Summer Melons and Sweetpotatoes

The primary purpose of acreage-marketing guides is to bring about a necessary adjustment in planted acreage from that of the preceding year so that the resulting production will be in line with market requirements. Each individual grower should adjust his own acreage in accordance with the individual commodity guides. For example, when it is recommended that the 1960 acreage of late summer sweet corn be reduced 5 percent from the acreage planted in 1959, sweet corn growers in every state included in the classification should reduce their acreage by 5 percent.

The recommended acreage adjustments necessarily assume normal weather conditions, usual planting schedules, and normal marketing patterns by commodities. The recommendations also assume average yields in recent years will be obtained. With these conditions, production from the guide acreages would provide adequate supplies for all normal outlets under prospective demand conditions.

I. 1959 REVIEW AND RECOMMENDATIONS FOR 1960

Summer Vegetables: Supplies of all vegetables were abundant during the summer of 1959. In total, production was slightly larger than in 1958, with bumper crops of celery, sweet corn, lettuce and onions offsetting slight declines in most other commodities. During the early summer months, markets for the more tender vegetables, such as lima beans, snap beans, cucumbers, eggplant, peppers and tomatoes were slightly better than the distress situation in 1958. Smaller crops and significantly less harvest overlap from the preceding spring season were the major factors. As the season progressed, crops were adversely affected by unusually hot, humid weather which reduced yields and lowered quality. Market prices for good quality tender vegetables rose steadily and were relatively high as the season drew to a close. In contrast, supplies of hardy vegetables, particularly beets, carrots, celery and onions, were excessive throughout the summer of 1959. Prices remained at low levels and growers had to delay harvests to maintain a minimum stability in the market. There was another increase in 1959 in the lettuce crop, which has been expanding steadily since the mid-1940's. However, through the use of state marketing orders in California and Colorado, growers were able to obtain a fairly high price for their crop.

The 1960 aggregate acreage guide for summer vegetables is a planted acreage 3 percent below 1959. With average yields, production in 1960 would be 5 percent less than in 1959.

Summer Melons: Production of cantaloups and watermelons in 1959 was materially less than in 1958. The cutback in the watermelon crop resulted from a sharp grower reaction to the disastrous marketing experience of 1958. That year supplies were huge and many melons never were harvested. Acreage was reduced in almost all states and the 1959 total was well below average levels. The relatively small crop moved to markets rapidly and throughout the season prices ranged from moderate to high levels. Below normal competition from the small late spring crop in Florida contributed much to the strong market during the summer season. Although prices for cantaloups also were low in 1958, acreage was up slightly in 1959, mostly due to an increase in California. This state produces the bulk of the summer cantaloup supply and is the dominant market factor. Hot weather at critical times during the growing season lowered yields. Consequently, a potential surplus never developed; returns to growers were very high.

Fall Vegetables: Unfavorable weather during the fall crop growing season was the major market influence in 1959. The hot, humid conditions in the East and Midwest during the summer months lowered yields and delayed harvests. Florida crops suffered heavy damage from excessive rains in October and November. Freezing temperatures in December caused further losses. California crops were adversely affected by unusually early fall rains and interstate shipments were below normal. The cumulative effect of the crop damage was to hold supplies at moderate levels most of the time. Prices generally ranged from moderate to high levels and season average prices were well above average for most commodities. Lettuce was the only vegetable encountering marketing problems, with frequent periods of low prices occurring during the late fall season. The periodic oversupply of this crop each season is a chronic problem, reflecting in part the highly perishable nature of lettuce and growers' willingness to speculate on the very high prices which usually occur within any one season.

Sweetpotatoes: Acreage increases in a few states, combined with high yields in all states, produced a 1959 sweetpotato crop 8 percent above 1958. Market outlets in recent years have been relatively stable. Thus, the larger supply available in 1959 held prices to low levels. Most of the increase in production occurred in states where ample storage facilities are available and the seasonal price rise was limited. A long-term shift in consumer desires has worked to the detriment of sweetpotato consumption. A continuation of this trend is likely.

Specific acreage guide recommendations for each commodity are as follows:

Commodity	:	Percentage change in 1960 planted acreage compared with 1959 (Percent)
<u>Summer Vegetables</u>		
Beans, Lima		No change
Beans, Snap		No change
Beets		No change
Cabbage (early)		No change
Cabbage (late)		No change
Carrots (early)		Minus 5
Carrots (late)		No change
Cauliflower		No change
Celery (early)		No change
Celery (late)		No change
Corn, Sweet (early)		No change
Corn, Sweet (late)		Minus 5
Cucumbers (early)		Minus 5
Cucumbers (late)		No change
Eggplant		No change
Lettuce		$\frac{1}{2}$
Onions (early)		$\frac{2}{3}$
Onions (late)		$\frac{3}{4}$
Peas, Green		No change
Peppers, Green (early)		No change
Peppers, Green (late)		No change
Spinach		No change
Tomatoes (early)		No change
Tomatoes (late)		Plus 5
<u>Summer Melons</u>		
Cantaloups (early)		No change
Cantaloups (mid)		$\frac{4}{5}$
Cantaloups (late)		No change
Watermelons (early)		Plus 3
Watermelons (late)		No change

(Continued)

Commodity	:	Percentage change in
	:	1960 planted acreage
	:	compared with 1959
		(Percent)

Fall Vegetables

Beans, Snap (early)	No change
Beans, Snap (late)	Plus 5
Broccoli	No change
Cabbage (early, fresh and processing)	Plus 5
Cabbage (late)	No change
Carrots (early)	Plus 5
Carrots (late)	No change
Cauliflower (early)	Minus 5
Cauliflower (late)	Minus 5
Celery (early)	No change
Celery (late)	No change
Corn, Sweet	Plus 5
Cucumbers (early)	5/
Cucumbers (late)	Minus 20
Eggplant	6/
Lettuce (early)	Plus 5
Lettuce (late)	Minus 5
Peas, Green (early)	No change
Peppers, Green	Minus 10
Spinach (early)	No change
Spinach (late)	No change
Tomatoes (early)	No change
Tomatoes (late)	No change

Sweetpotatoes

7/

- 1/ Lettuce, Summer: Planted acreage 10 percent less than in 1959 in California and Colorado and 5 percent less than in 1959 in all other states.
- 2/ Onions, Early Summer: Planted acreage 30 percent less than in 1959 in Texas and New Mexico and equal to 1959 in all other states.
- 3/ Onions, Late Summer: Planted acreage 10 percent less than in 1959 in New York, Idaho, Colorado, Oregon and California, and equal to 1959 in all other states.
- 4/ Cantaloups, Mid-Summer: Planted acreage 5 percent less than in 1959 in California and equal to 1959 in all other states.
- 5/ Cucumbers, Early Fall: Planted acreage 5 percent less than in 1959 in Virginia and equal to 1959 in all other states.
- 6/ Eggplant, Fall: Planted acreage 30 percent less than in 1959 in Florida and equal to 1959 in Texas.
- 7/ Sweetpotatoes: Planted acreage 10 percent less than in 1959 in Virginia, 5 percent less than in 1959 in Louisiana and equal to 1959 in all other states.

II. DEMAND FOR VEGETABLES IN THE SUMMER AND FALL OF 1960

Economic activity at the end of 1959 was rising, and prospects are for a continuation of the economic expansion through the summer and fall of 1960, with some increase in real per capita consumer income likely. Retail sales of food stores in October-November 1959 were 2 percent above a year ago. Further gains are likely, indicating strong demand for food, including vegetables, in the summer and fall of 1960.

Economic activity in the final quarter of 1959 rose after the return to operation of the steel mills. Personal incomes in November reached a record annual rate of \$384.8 billion, about 5 percent above a year earlier. During 1959, the economic recovery was stimulated by an increase in plant and equipment spending by business which in the fourth quarter probably reached a rate of \$34 billion, 13 percent above a year ago. Improved business sales, the recovery in corporation profits and the cumulative effects of continuing heavy research expenditures were major factors in the rise in capital spending last year. Part of the change in inventories during 1959 was associated with the steel dispute, the longest on record. During the first half, inventories were accumulated at a rapid rate in anticipation of the strike; in the last half stocks were reduced sharply as a result of the shutdown in steel production. Construction activity in 1959 rose about a tenth over 1958. However, the trend in construction has been down since May owing to a decline in new private residential building. The most important factor in the decline in residential construction activity has been the tightening of credit available for mortgage financing. Expenditures by State and local Governments in the third quarter of 1959 were about \$4 billion over a year earlier.

The rise in output and consumer income, which resumed with the end of the steel strike, is expected to continue through the summer and fall of 1960. Prospects are for a continuation of the recovery in plant and equipment spending. According to the McGraw-Hill survey of spending intentions of business released in early November, an increase of about a tenth in capital outlays is likely in 1960 over 1959. Department of Commerce estimates indicate that construction expenditures in 1960 will reach \$55.3 billion, up 2 percent over 1959, with about the same relative gain in public and private outlays. Because of rising construction costs the total dollar outlay in 1960 will represent about the same physical volume as in 1959. With steel stocks extremely short and other inventories generally low in relationship to sales, there is likely to be some accumulation at both manufacturing and retail levels, particularly during the first half of 1960. Prospects are for a further rise of spending by State and local Governments in line with postwar trends, but Federal Government spending is likely to hold close to current rates, at least through mid-1960. A substantial increase of about a fifth in sales of new domestic automobiles was recently forecast by the Department of Commerce.

III. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

Farm machinery and equipment, tractors, farm trucks, repair parts, tires and fuels are in ample supply. They are expected to continue adequate through the last half of 1960. There is no foreseeable shortage of food containers nor packaging materials during the last half of 1960.

Supplies of fertilizer materials, insecticides, fungicides and weed killers are expected to be generally available. Newer pesticides competitive with older ones, or those developed to meet special needs, may be in short supply. Export demand for DDT is expected to continue to be heavy. However, U. S. productive capacity appears to be adequate to meet all demands.

Manpower: The over-all supply of farm manpower in 1960 is expected to be about the same as in 1959. Wage rates are expected to continue upward. Also, there will probably be an increase in demands for better housing and health and medical facilities, more continuity of employment, and other employee benefits. Increasing labor costs are expected to speed up mechanization of more farm operations, thus influencing local labor patterns. Therefore, farm employers and workers should continue to work closely with local Employment Service offices in order to promote the efficient use of the hired farm work force, especially seasonal workers. Workers from foreign sources will continue to be available where needs cannot be met from qualified domestic sources.

Transportation: Facilities should be ample for transporting 1960 summer and fall season fresh vegetables. If weather conditions permit normal patterns of production and loading, the supply of railroad cars, trucks and trailers should be adequate. Any shortages should be temporary.

IV. SURPLUS REMOVAL

It is the policy of the U. S. Department of Agriculture to limit surplus removal assistance for potatoes and other vegetables to those areas where there has been substantial compliance with the Department's acreage-marketing guides. However, compliance with the guides program does not commit the Department to provide assistance for any commodity or area. By providing growers with the available marketing information, the Department attempts to aid growers in bringing supplies in balance with market requirements and avoid marketing difficulties. Before planting time, growers should take measures to evaluate carefully their potential outlets.

V. CANNED AND FROZEN VEGETABLES

Supplies of most canned and frozen vegetables for 1959-60 are below the excessive levels of last season but are still large. Canned beets, peas, snap beans, some tomato products and frozen snap beans and spinach are in burdensome supply. The generally abundant supplies of processed vegetables will continue to offer intensive competition to the fresh through the summer

months. For individual commodities, the competitive situation during the fall of 1960 will depend on the adjustments made by processors in their 1960 packs. The Department's guides for vegetables for processing in 1960 are published in a separate booklet. For information purposes, the 1960 guides are listed in the following table:

1960 Acreage-Marketing Guides For

Vegetables For Processing

Commodity	:	Percentage Change in 1960 Planted Acreage Compared with 1959 (Percent)
Beans, Lima (For Canning) (For Freezing)	:	No Change Plus 15
Beans, Snap (For Canning) (For Freezing)	:	Minus 10 Minus 5
Beets	:	No Change
Cabbage for Kraut <u>1/</u>	:	
Corn, Sweet (For Canning) (For Freezing)	:	Minus 5 Minus 5
Cucumbers for Pickles	:	No Change
Peas, Green (For Canning) (For Freezing)	:	Minus 3 Minus 7
Spinach	:	Minus 5
Tomatoes	:	No Change

1/ Included in total early fall crop (fresh market and kraut combined).

Summer Vegetables: 1960 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage					Percent Acreage Guide is of:				
	: 1960	: 1959	: 1958	: 1953-57	: 1948-52	: 1959	: 1958	: 1953-57	: 1948-52	
	: Guide	: Prel.	: Average	: Average	: Average	: Prel.	: Average	: Average	: Average	
	- - - - 1,000 acres - - - -					- - - percent - - -				
Beans, Lima	8.9	8.9	9.2	10.6	15.0	100	97	84	59	
Beans, Snap	37.7	37.7	38.1	40.4	43.4	100	99	93	87	
Beets	1.6	1.6	1.8	1.8	2.1	100	89	89	76	
Cabbage										
Early	8.2	8.2	8.5	8.4	9.7	100	96	98	85	
Late	19.0	19.0	20.2	19.9	22.3	100	94	95	85	
Carrots										
Early	6.6	7.0	6.9	7.4	6.9	94	96	89	96	
Late	4.0	4.0	4.4	4.6	4.5	100	91	87	89	
Cauliflower	4.2	4.2	4.6	4.7	5.8	100	91	89	72	
Celery										
Early	4.6	4.6	4.6	4.6	4.3	100	100	100	107	
Late	2.6	2.6	2.5	3.3	4.6	100	104	79	57	
Corn, Sweet										
Early	45.4	45.4	45.8	45.0	1/	100	99	101	-	
Late	100.3	105.6	108.6	103.4	1/	95	92	97	-	
Cucumbers										
Early	6.6	6.9	6.2	7.1	7.1	96	106	93	93	
Late	6.1	6.1	6.2	6.8	6.8	100	98	90	90	
Eggplant	1.5	1.5	1.3	1.2	1.8	100	115	125	83	
Lettuce	44.0	48.4	47.0	41.6	38.1	91	94	106	115	
Onions										
Early	11.0	14.3	12.2	8.2	6.8	77	90	134	162	
Late	56.4	60.5	58.2	60.2	66.7	93	97	94	85	
Peas, Green	1.8	1.8	2.7	3.2	7.0	100	67	56	26	
Peppers, Green										
Early	8.6	8.6	9.2	9.2	8.6	100	93	93	100	
Late	16.9	16.9	16.2	14.6	12.4	100	104	116	136	
Spinach	2.0	2.0	1.8	1.3	1.9	100	111	154	105	
Tomatoes										
Early	49.8	49.8	51.6	48.2	48.6	100	97	103	102	
Late	36.7	35.0	37.0	37.1	38.7	105	99	99	95	
Total	484.4	500.6	504.8	492.8	2/ 363.1	97	96	98	2/ 93	

1/ Not available.

2/ Sweet corn not included.

Summer Vegetables: 1960 Probable Production with Comparisons

Commodity	P r o d u c t i o n					Probable Production from Acreage				
	2/					Guide as Percent of:				
	1960 1/	1959 :	1958 :	1953-57:	1948-52:	1959 :	1953-57 :	1948-52 :	1958 :	1953-57 :
	: Guide	: Prel.	: 1958	: Average:	: Average:	: Prel.	: 1958	: Average	: Average	: Average
	- - - - 1,000 tons - - - -					- - - percent - - -				
Beans, Lima	11.0	10.2	12.3	12.7	19.2	108	89	87	57	
Beans, Snap	70.6	75.6	73.0	71.5	77.9	93	97	99	91	
Beets	13.1	13.2	13.7	14.7	18.6	99	96	89	70	
Cabbage										
Early	74.0	78.2	78.1	73.6	75.8	95	95	101	98	
Late	172.8	175.6	190.6	168.4	193.1	98	91	103	89	
Carrots										
Early	88.1	89.2	89.7	98.8	84.0	99	98	89	105	
Late	35.1	35.0	40.6	38.7	35.4	100	86	91	99	
Cauliflower	34.2	29.7	39.6	35.8	36.6	115	86	96	93	
Celery										
Early	94.0	99.4	94.2	87.2	70.2	95	100	108	134	
Late	38.5	39.0	38.3	47.6	63.6	99	101	81	61	
Corn, Sweet										
Early	130.6	147.0	133.3	112.4	3/	89	98	116	-	
Late	281.0	307.2	310.0	277.1	3/	91	91	101	-	
Cucumbers										
Early	25.6	26.2	26.2	25.4	24.5	98	98	101	104	
Late	25.4	20.8	24.4	27.8	26.5	122	104	91	96	
Eggplant	8.3	9.0	8.1	6.2	7.8	92	102	134	106	
Lettuce	404.8	409.0	398.6	398.6	323.8	99	102	102	125	
Onions										
Early	102.0	104.9	123.6	76.0	49.4	97	83	134	206	
Late	817.4	924.4	818.4	859.4	805.0	88	100	95	102	
Peas, Green	2.9	3.2	4.4	4.6	9.9	91	66	63	29	
Peppers, Green										
Early	14.5	14.5	14.6	15.5	13.8	100	99	94	105	
Late	65.2	62.4	61.7	56.2	44.4	104	106	116	147	
Spinach	4.0	4.5	4.0	2.5	3.8	89	100	160	105	
Tomatoes										
Early	236.6	260.4	250.2	214.9	200.8	91	95	110	118	
Late	181.6	163.0	183.0	183.9	202.2	111	99	99	90	
Total	2,931.3	3,101.6	3,030.6	2,909.5	2,386.3	95	97	101	4/ 106	

1/ Computed: Planted acreage guide for 1960 summer vegetables less normal abandonment times average yield.

2/ Includes some quantities not marketed. See individual tables for particulars.

3/ Not available.

4/ Does not include sweet corn.

Summer Melons: 1960 Planted Acreage Guide with Comparisons

Commodity	Planted Acreage			Percent Acreage Guide is of:		
	1960	1959	1953-57 : Average :	1948-52 : Average :	1959 : Prel. :	1953-57 : Average : 1948-52
	Guide	Prel.	1958	1958	1958	1958
	- - - - - 1,000 acres			- - - - - percent		
Cantaloups						
Early	20.2	20.2	26.9	24.5	100	75 97 82
Mid	57.6	59.4	59.2	52.2	97	108 110
Late	13.8	13.8	14.8	15.4	100	93 104 90
Watermelons						
Early	314.8	305.6	356.3	281.0	103	88 93 112
Late	31.4	31.4	31.8	20.5	100	99 119 153
Total	437.8	430.4	489.0	393.6	102	90 97 111

Summer Melons: 1960 Probable Production with Comparisons

Commodity	Production 2/			Probable Production from Acreage Guide as Percent of:		
	1960	1959	1953-57 : Average :	1948-52 : Average :	1959 : Prel. :	1953-57 : Average : 1948-52
	Guide 1/	Prel.	1958	1958	1958	1958
	- - - - - 1,000 tons			- - - - - percent		
Cantaloups						
Early	53.6	49.9	64.0	94.6	107	84 88 57
Mid	317.8	316.2	346.3	227.7	101	92 116 140
Late	56.0	59.1	52.0	58.4	95	108 100 96
Watermelons						
Early	963.3	958.8	1,120.6	874.0	100	86 98 110
Late	177.2	190.0	175.4	101.2	93	101 119 175
Total	1,567.9	1,574.0	1,758.3	1,355.9	100	89 103 116

1/ Computed: Planted acreage guides for 1960 summer melons less normal abandonment, times average yield.

2/ Includes some quantities not marketed. See individual tables for particulars.

Fall Vegetables: 1960 Planted Acreage Guide With Comparisons

Commodity	Planted Acreage					:Percent Acreage Guide is of:			
	: 1960	: 1959	: 1953-57	: 1948-52	: 1959	: 1953-57	: 1948-52		
	: Guide	: Prel.	: 1958	: Average	: Average	: Prel.	: 1958	: Average	: Average
	- - - - - 1,000 acres - - - - -					- - - - - percent - - - - -			
Beans, Snap									
Early	15.2	15.2	15.3	17.2	22.6	100	99	88	67
Late	17.3	16.5	16.4	20.4	26.8	105	105	85	65
Broccoli	23.5	23.5	24.0	23.0	19.1	100	98	102	123
Cabbage									
Early ^{2/}	39.5	37.6	39.1	^{1/}	^{1/}	105	101	-	-
Late	3.4	3.4	3.2	4.6	4.5	100	106	74	76
Carrots									
Early	18.4	17.6	22.6	19.4	20.1	105	81	95	92
Late	8.1	8.1	10.0	9.8	10.0	100	81	83	81
Cauliflower									
Early	8.4	8.8	8.3	8.6	9.2	95	101	98	91
Late	6.2	6.5	6.2	5.4	6.1	95	100	115	102
Celery									
Early	2.6	2.6	2.8	3.4	4.6	100	93	76	57
Late	7.1	7.1	7.4	7.7	8.5	100	96	92	84
Corn, Sweet	11.2	10.7	14.1	7.6	^{1/}	105	79	147	-
Cucumbers									
Early	6.1	6.2	5.8	5.5	3.9	98	105	111	156
Late	5.6	7.0	5.5	5.7	4.7	80	102	98	119
Eggplant	1.5	2.0	1.6	1.4	1.6	75	94	107	94
Lettuce									
Early	33.3	31.7	36.8	43.8	46.4	105	90	76	72
Late	21.4	22.5	27.5	14.2	14.0	95	78	151	153
Peas, Green	1.6	1.6	1.9	2.3	3.3	100	84	70	48
Peppers, Green	6.0	6.7	5.6	7.9	7.6	90	107	76	79
Spinach									
Early	6.0	6.0	6.4	6.3	8.2	100	94	95	73
Late	2.8	2.8	2.6	2.8	4.2	100	108	100	67
Tomatoes									
Early	20.5	20.5	20.8	19.4	18.8	100	99	106	109
Late	12.5	12.5	12.6	16.0	23.7	100	99	78	53
Total	278.2	277.1	296.5	^{4/} 252.4	^{3/} 267.9	100	94	^{4/} 95	^{3/} 85

- ^{1/} Not available.
^{2/} Includes processing.
^{3/} Sweet corn and early fall cabbage not included.
^{4/} Early fall cabbage not included.

Fall Vegetables: 1960 Probable Production With Comparisons

Commodity	P R O D U C T I O N 2/					: Probable Production from				
	: 1960 1/: 1959 : : 1953-57 : 1948-52 : 1959 : : 1953-57:1948-52					: Acreage Guide as Percent of:				
	: Guide	: Prel.	: 1958	: Average	: Average	: Prel.	: 1958	: Average	: Average	
	- - - - - 1,000 tons - - - - -					- - - - - percent - - - - -				
Beans, Snap										
Early	31.4	28.2	29.8	34.0	38.6	111	105	92	81	
Late	25.9	17.4	28.6	29.0	25.9	149	91	89	100	
Broccoli	52.4	52.1	58.0	51.2	43.2	101	90	102	121	
Cabbage										
Early 4/	466.6	381.4	508.2	3/	3/	122	92	-	-	
Late	19.6	18.2	20.1	21.4	27.0	108	98	92	73	
Carrots										
Early	216.8	212.3	256.4	219.6	232.8	102	85	99	93	
Late	105.7	113.4	120.0	127.0	109.8	93	88	83	96	
Cauliflower										
Early	64.2	46.8	64.1	62.9	72.3	137	100	102	89	
Late	49.9	50.4	53.4	41.4	45.4	99	93	121	110	
Celery										
Early	32.0	28.9	38.8	40.8	58.9	111	82	78	54	
Late	145.2	134.9	136.9	156.8	125.8	108	106	93	115	
Corn, Sweet	32.0	28.2	38.6	22.5	3/	113	83	142	-	
Cucumbers										
Early	25.1	24.2	25.4	22.8	16.2	104	99	110	155	
Late	28.0	27.4	29.2	28.0	17.8	102	96	100	157	
Eggplant	6.0	5.6	6.1	5.5	3.8	107	98	109	158	
Lettuce										
Early	231.4	228.6	234.6	302.2	278.8	101	99	77	83	
Late	149.8	166.6	159.6	96.6	79.2	90	94	155	189	
Peas, Green	2.8	2.4	2.2	4.2	5.3	117	127	67	53	
Peppers, Green	15.4	14.8	16.2	17.5	15.0	104	95	88	103	
Spinach										
Early	16.8	13.8	16.0	17.9	25.7	122	105	94	65	
Late	5.3	3.9	5.6	5.0	6.5	136	95	106	82	
Tomatoes										
Early	169.1	184.5	166.4	161.4	125.7	92	102	105	135	
Late	59.8	26.3	57.3	63.6	47.6	227	104	94	126	
Total	1,951.2	1,810.3	2,071.5	5/ 1,531.3	6/ 1,401.3	108	94	5/ 97	6/ 104	

1/ Computed: Probable production from acreage guides for 1960 fall vegetables times average yield.

2/ Includes some quantities not marketed - see individual statements for particulars.

3/ Not available.

5/ Early fall cabbage not included.

4/ Includes processing.

6/ Sweet corn and early fall cabbage not included.

1960 Acreage-Marketing Guides
Summer Vegetables

Lima Beans - Summer

(New York, New Jersey, Maryland, North Carolina, and Georgia)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

8,900

1/ 25

220

Background Statistics

1959 Prel.	8,900	8,900	23	204	9.45	1,927
1958	9,150	9,100	27	246	8.11	1,994
1953-57 Average	10,578	10,434	24	254	8.01	2,034
1948-52 "	15,020	14,740	26	2/ 385	7.89	2,972

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 9 in 1949 and 13 in 1950.

Comparisons and Comments: The downward trend in acreage of lima beans for fresh market resumed in 1959 after a brief halt in 1958. Production was below 1958 in all states except New York and the group total showed a decline of 17 percent. Growing conditions were variable throughout the production area. The Upstate New York and Georgia crops were retarded by periods of drought; Long Island and New Jersey suffered damage from excess moisture. Group average yields per acre were about 15 percent below 1958 and moderately below average. Market prices for summer lima beans were above 1958 levels throughout most of the season. Supplies of canned and frozen lima beans were moderate during the 1959 season and contributed to price strength. Season average prices received by growers were substantially above 1958 and the 1953-57 average. Current indications are that both canned and frozen lima beans will again be in moderate supply in 1960. With normal growing conditions, a planted acreage in 1960 equal to 1959 would produce a crop slightly larger than in 1959. However, the fresh market can probably absorb a slightly larger quantity of summer lima beans than was taken in 1959 at reasonable prices to growers.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with a normal abandonment of 1 percent and a 1954-58 average yield, will result in a production 8 percent more than in 1959 but 13 percent below the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Vegetables

Snap Beans - Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York (L.I.),
New York, Pennsylvania, Ohio, Illinois, Michigan, Virginia, North Carolina,
Georgia, Tennessee, Alabama and Colorado)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production
(planted acreage equal
to 1959)

37,700 1/ 39 1,411

Background Statistics

1959 Prel.	37,700	36,950	41	2/ 1,512	7.77	11,384
1958	38,100	37,300	39	2/ 1,459	7.14	10,164
1953-57 Average	40,350	38,320	37	2/ 1,430	7.97	11,187
1948-52 "	43,450	42,440	37	2/ 1,558	7.91	12,148

1/ 1955-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 9 in 1948, 18 in 1949, 19 in 1950, 19 in 1951, 9 in 1953, 41 in 1955, 50 in 1956, 24 in 1957, 36 in 1958 and 46 in 1959.

Comparisons and Comments: After declining steadily for a number of years, total acreage planted for summer harvest has held relatively stable the past three seasons. Changes from 1958 between states were small in 1959. Early crop prospects in most states were favorable but dry conditions in Upstate New York, Michigan, Ohio, and Alabama lowered yields and affected marketing patterns. Weather in southern states varied considerably and reduced quality. The average yield, however, was slightly above 1958 and production was a little larger. Prices were fairly low in late June and early July but improved moderately in July. In August, prices were above the low levels of 1958 and substantially higher in September as volume tapered off rapidly. The group season average price was higher than in 1958 but slightly below the 1953-57 average. Supplies of processed snap beans are likely to be a little larger than they were in 1959. Market outlets for fresh snap beans continue to contract slowly as consumers switch to the processed items. In 1960, an acreage equal to 1959 should provide adequate supplies.

1960 Guide: The 1960 guide is a planted acreage equal to that in 1959. Such an acreage with a normal abandonment of 4 percent and a 1955-58 average yield will result in a production 7 percent less than in 1959 and about equal to the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Vegetables

Beets - Summer

(New Jersey and Pennsylvania)

Year	Acreage		Yield		Price	Value
	:Planted:	:For Harvest:	:Per Acre	:Production:		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1960 Acreage Guide and Probable Production (planted acreage equal to 1959)						
	1,650		1/ 159	262		
Background Statistics						
1959 Prel.	1,650	1,650	160	264	2.86	755
1958	1,800	1,700	161	274	2.56	701
1953-57 Average	1,800	1,800	163	294	3.07	897
1948-52 "	2,120	2,120	176	373	2.50	917
1/ 1954-58 average yield.						

Comparisons and Comments: The steady decline in the production of beets for summer harvest continued in 1959. The crop was 4 percent smaller than in 1958 and 10 percent smaller than the 1953-57 average. Less acreage in New Jersey accounted for the drop in 1959, but practically all of the long-term decline has taken place in Pennsylvania where urban development has occurred in the south-eastern counties. Weather was favorable through July but frequent heavy rains delayed harvest during the last half of the season. The shipping season got underway in mid-May and moderate supplies were available through the early fall months. Prices were relatively low early in the season when New Jersey harvests were at a peak, then improved in the fall. Although fresh beet production in recent years has been relatively light, prices have tended to be low. A shift in consumer preference to the canned product appears to be partially responsible for the shrinking demand for the fresh. Canned beets have been abundant in recent years and low retail prices have encouraged a high rate of movement. Ample supplies are expected in 1960. Growers for fresh market should anticipate a continuation of the limited demand for their product.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with no abandonment and a 1954-58 average yield, will result in a production 1 percent less than in 1959.

1960 Acreage-Marketing Guides
Summer Vegetables

Cabbage - Early Summer

(Massachusetts, Rhode Island, Connecticut, New York, (Long Island),
New Jersey, Ohio, Minnesota and Virginia)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : :Price :	: : :Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

8,200

1/ 184

1,479

Background Statistics

1959 Prel.	8,200	8,000	196	1,565	2.59	4,047
1958	8,500	8,250	189	2/1,562	1.66	2,520
1953-57 Average	8,422	8,212	180	1,472	2.30	3,392
1948-52 "	9,730	9,566	158	2/1,517	2.41	3,414

1/ 1955-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 6 in 1948, 286 in 1950, 43 in 1951, and 40 in 1958.

Comparisons and Comments: The 1959 early summer cabbage crop was about equal to that of 1958 and 6 percent above the 1953-57 average. Favorable growing conditions prevailed throughout the early summer states. Record high average yields per acre more than offset a 4 percent decline in acreage. Quality throughout the season was generally good. Supplies reached moderate volume in early June and overlapped shipments from late spring areas. Prices were relatively low through late June. As shipments declined in early July, prices climbed to the highest levels of the season, then receded in early August as late summer supplies increased in volume. Season average prices in all states were considerably higher than in 1958, when overlap from a large late spring crop glutted the market. With normal growing conditions and an abandonment of 2 percent, a planted acreage in 1960 equal to that of 1959 would, with average yields, produce a crop moderately smaller than in 1959. However, such a crop should provide ample supplies to meet market requirements.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage with a normal abandonment of 2 percent and a 1955-58 average yield will result in a production 5 percent less than in 1959 but about equal to the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Vegetables

Cabbage - Late Summer

(Pennsylvania, Indiana, Illinois, Iowa, North Carolina, Georgia,
Colorado, Washington and California)

Year	: Acreage	: Yield	:	:	:
	: Planted: For Harvest:	: Per Acre	: Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

18,950

1/ 188

3,456

Background Statistics

1959 Prel.	18,950	18,550	189	3,513	2.27	7,973
1958	20,250	19,450	196	3,813	1.41	5,358
1953-57 Average	19,900	19,186	176	2/ 3,369	2.00	6,638
1948-52 "	22,282	21,778	177	2/ 3,862	1.82	6,777

1/ 1956-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 268 in 1948, 412 in 1950, 164 in 1955 and 54 in 1956.

Comparisons and Comments: The 1959 late summer cabbage crop was 8 percent smaller than in 1958 but 4 percent larger than the 1953-57 average. Plantings were reduced by 6 percent in the late summer states. The group average yield was 7 percent above the 1953-57 average; however, scattered hot and dry weather held yields below the record level of 1958. Harvesting began without delay and shipments reached moderate proportions early in July. Supplies from late summer states reached peak volume in mid-September. Prices were at seasonally high levels in mid-July, declined to relatively low levels in mid-August, then returned to fairly high levels by early September. The effect of the substantial reduction in early fall cabbage production strengthened prices in the latter part of the late summer season. Season average prices received by growers were considerably above the low returns of 1958 and moderately above the 1953-57 average. In planning acreage for 1960, growers should anticipate more normal competition from the following early fall crop.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with a normal abandonment of 3 percent and a 1956-58 average yield will result in a production 2 percent less than in 1959 but 3 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Vegetables

Carrots - Early Summer

(California)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price :	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and

Probable Production

(planted acreage 5 percent
less than 1959) 6,600

1/ 267

1,762

Background Statistics

1959 Prel.	7,000	7,000	255	1,785	4.18	7,464
1958	6,900	6,900	260	1,794	4.55	8,161
1953-57 Average	7,420	7,420	267	1,976	4.59	9,067
1948-52 "	6,900	6,900	247	1,679	3.76	6,271

1/ 1953-57 average yield.

Comparisons and Comments: Early summer carrot production reached a peak in 1954, then declined gradually in the following years. The 1959 crop was slightly smaller than in 1958 and 17 percent less than in 1954. Lower yields accounted for the decline from 1958; acreage was up slightly. The low yields were due to growers restricting harvests in response to adverse markets. Although production of carrots has fallen off, supplies in recent years have been ample and prices have tended to be at relatively low levels during most of the marketing period. Such a situation prevailed in 1959. Shipments got underway in early June and continued in moderate volume through August. Market prices held within a narrow range, generally slightly lower than a year earlier. The season average price to growers was below 1958 and below the 1953-57 average. The marketing experiences of the past two years indicate that a production slightly below 1.8 million hundredweight is sufficient to satisfy consumer requirements during the early summer season, at least for the near future. Assuming average yields, an acreage in 1960 smaller than in 1959 would provide adequate supplies.

1960 Guide: The 1960 guide is a planted acreage 5 percent less than in 1959. Such an acreage, with no abandonment and a 1953-57 average yield, will result in a production 1 percent less than in 1959.

1960 Acreage-Marketing Guides
Summer Vegetables

Carrots - Late Summer

(Massachusetts, New Jersey, Ohio and Colorado)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: Production: : (1,000 cwt.):	: Price : : (\$ per cwt.):	: Value : (\$1,000)
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

3,970

1/ 188

702

Background Statistics

1959 Prel.	3,970	3,750	187	700	3.59	2,515
1958	4,370	4,100	198	811	3.24	2,625
1953-57 Average	4,596	4,200	185	774	3.10	2,393
1948-52 "	4,482	4,130	171	2/ 707	3.04	2,102

1/ 1954-58 average yield.

2/ Includes 24,000 cwt. not marketed in 1948 and excluded in computing value.

Comparisons and Comments: Growers in all late summer states except Colorado reduced acreage in 1959, largely in response to low prices in 1958. Total 1959 plantings were 9 percent less than in 1958. Growing conditions generally were favorable and yields were above average. Production was 14 percent smaller than in 1958. Marketing of the early summer crop usually begins in July and continues well into the fall months. During this period large supplies are available in California, which usually furnishes about 70 percent of the fresh market supplies. Abundant carrot supplies were available in 1959 and prices were relatively low until late in the season. Season average prices in Massachusetts and Colorado, where marketings extend well into the fall, were moderately above the low levels in 1958. Prices were very low in Ohio and New Jersey. In most years, growers in late summer crop producing areas can anticipate intensive competition from the western states. However, these growers have a locational advantage and, with good marketing practices and a high quality product they should be able to market a crop about as large as in 1960.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with a normal abandonment of 6 percent and a 1954-58 average yield, will result in a production about equal to that in 1959.

1960 Acreage-Marketing Guides
Summer Vegetables

Cauliflower - Summer

(New York, Colorado and Washington)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : :Production:	: : Price	: : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

4,250

1/ 171

683

Background Statistics

1959 Prel.	4,250	3,700	161	594	3.39	2,014
1958	4,600	4,300	184	791	3.23	2,553
1953-57 Average	4,680	4,280	166	715	3.53	2,495
1948-52 "	5,820	5,440	136	2/ 732	3.78	2,680

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 20 in 1948 and 82 in 1950.

Comparisons and Comments: Acreage was reduced in 1959. Most of the change occurred in New York and Colorado. The 1959 acreage for harvest was 14 percent less than in 1958 and the 1953-57 average. Unfavorably high temperatures during July in the Catskill section of New York lowered quality and yields from early expectations. There was a large acreage abandoned in New York. Hot weather in Washington resulted in small sized heads but quality was good. Volume supplies of good quality were available from the Colorado crop during the last half of August and in September. The average yield for the summer states was 12 percent less than in 1958 and well below most recent years. Summer production for fresh market and for processing was about a fourth less than 1958 and 17 percent less than the 1953-57 average. With fewer supplies throughout the season, which extends into the early fall months, fresh market prices were well above a year earlier. The season average price was above that in 1958 but slightly below average. Stocks of frozen cauliflower in 1959 were larger than the relatively small amount in 1958. Stocks are expected to be ample in 1960 and may be a little larger than in the summer of 1959.

1960 Guide: The 1960 guide is a planted acreage equal to that in 1959. Such an acreage with a normal abandonment of about 6 percent and a 1954-58 average yield will result in a production 15 percent more than in 1959 but 4 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Vegetables

Celery - Early Summer

(Massachusetts, New Jersey, Ohio, Michigan and California)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : :Production:	: : Price	: : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

4,600

2/ 413

1,881

Background Statistics

1959 Prel.	4,600	4,590	433	1,989	3.54	7,039
1958	4,570	4,540	415	1,883	3.52	6,629
1953-57 Average	4,594	4,454	391	<u>2/</u> 1,745	3.77	6,313
1948-52 "	4,270	4,160	340	1,405	4.22	5,926

1/ 1956-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 49 in 1953, 25 in 1954 and 296 in 1956.

Comparisons and Comments: In 1959, area acreages showed little or no change from 1958 levels. Average yield was record high and production was almost 6 percent more than in 1958 but about equal to that in 1957 and 1956. Slightly more than two-thirds of the crop originated in California and almost a fifth in Michigan. In California, warm temperatures advanced crop maturity and harvest got underway earlier than usual. In Michigan and Ohio, growers used irrigation to supplement light June rainfall. Marketings of Michigan's golden and pascal type reached volume levels early in July. New Jersey supplies were of good quality but sizes were smaller than usual. Unloads of celery in 38 cities during July 1959 totaled materially higher than in 1958 and prices trended downward during July and the first half of August. California growers slowed harvest in August. As a result, prices steadied and gradually increased during late August and September. Above average prices were received for the relatively small Ohio crop. Below average prices were recorded in other areas. Market needs for early summer celery in 1960 will approximate that in 1959. However, most of the summer unloads originate in California and market conditions will be influenced by levels of supplies available in California.

1960 Guide: The 1960 guide is a planted acreage equal to that in 1959. Such an acreage with 1 percent abandonment and 1956-58 average yield will result in a production 5 percent less than in 1959, approximately equal to 1958, but 8 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Vegetables

Celery - Late Summer

(New York, Colorado, and Washington)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal to
1959) 2,600

1/ 315

770

Background Statistics

1959 Prel.	2,600	2,450	318	779	4.26	3,316
1958	2,530	2,380	322	766	3.42	2,622
1953-57 Average	3,280	3,028	314	<u>2/</u> 951	3.53	3,283
1948-52 "	4,562	4,402	290	<u>2/</u> 1,273	3.49	4,246

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 136 in 1949, 120 in 1950, 7 in 1951, 10 in 1953, and 24 in 1954.

Comparisons and Comments: An increase in acreage in 1959 in New York more than offset decreases in Colorado and Washington. Harvested acreage was 3 percent more than the 1958 low. Yield per acre was slightly above average. Production was about equal to that in 1957 and 1958. New York produced 70 percent of the crop. Harvest of the covered acreage in Orange County, New York began in late June and in Wayne County in late August. Disease was prevalent in Orange County. Western New York supplies returned a price substantially higher than those reported for supplies from Orange County. The Washington crop outturn was reduced by hot weather in late July. Colorado and Washington supplies were shipped mostly to local markets. The average late summer price received by growers was the highest since 1955. Slowing of harvest during August in California helped to stabilize and increase prices during the late summer. Unloads of celery in 38 cities during August and September of 1959 were slightly less than in 1958. No material increase in demand is anticipated in 1960 for late summer celery. Shipments of supplies from early summer and fall areas (principally California) during the late summer months have tended to check sales of the late summer crop.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with an abandonment of 6 percent and 1954-58 average yield will result in a production approximately equal to 1959 and 1958 and 19 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Vegetables

Sweet Corn - Early Summer

(New Jersey, Missouri, Kansas, Virginia, North Carolina,
Kentucky, Arkansas and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

45,350 1/ 60 2,612

Background Statistics

1959 Prel.	45,350	43,300	68	2,941	3.78	11,125
1958	45,800	43,500	61	2,666	3.79	10,114
1953-57 Average	45,020	41,270	55	2/ 2,248	4.05	9,053

1/ 1956-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 80 in 1955 and 12 in 1956.

Comparisons and Comments: Early summer production accounted for slightly more than a fifth of the total 1959 crop. The 1959 acreage was slightly less than a year earlier with increases in New Jersey, Virginia and Arkansas more than offset by reductions in North Carolina, Kentucky and California. Crop development in Virginia, North Carolina and Kentucky was checked by dry weather. July rains slowed harvesting in New Jersey. High temperatures in California in late July caused rapid growth and some production losses occurred from over maturity. However, a record average yield was obtained. Crops in New Jersey and California were materially above average and the two states accounted for 44 and 29 percent respectively, of the seasonal production, which was at a record level and a tenth more than in 1958. Below-average prices were received in eastern states but an above average price was received for California supplies. Heavy supplies of late summer corn in eastern states depressed prices on early summer marketings. Prospects are that in 1960 early summer producers can market the production from an acreage as large as in 1959. However, there recently has been a substantial increase in production in many summer crop states, mostly due to improved yields. Market competition has increased significantly.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with an abandonment of 4 percent and a 1956-58 average yield, will result in a production 11 percent less than in 1959 but 16 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Vegetables

Sweet Corn - Late Summer

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Ohio, Illinois, Michigan, Maryland, Colorado, Washington and Oregon)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: Price : :(\$ per (\$1,000	: Value : cwt.)
	(acres)	(cwt.)	(1,000 cwt.)		

1960 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than 1959) 100,270

1/ 59

5,620

Background Statistics

1959 Prel.	105,550	101,250	61	<u>2</u> / 6,144	2.91	17,661
1958	108,550	101,650	61	6,200	2.77	17,176
1953-57 Average	103,360	97,110	57	<u>2</u> / 5,542	3.29	18,172

1/ 1955-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 66 in 1955 and 82 in 1959.

Comparisons and Comments: Late summer production accounted for almost half of the 1959 supply for fresh market. During the 1950's, acreage held within a relatively narrow range with mostly moderate year-to-year changes. The 1959 plantings were 3 percent less than in 1958 but 2 percent above the 1953-57 average. Increases in harvested acreage in New York, Ohio, Illinois and Maryland were more than offset by decreases in New England, Pennsylvania, Michigan, Washington and Oregon. Growing conditions generally were favorable and the average yield per acre was equal to the 1958 record. Production was only slightly below the 1958 record but 11 percent more than the 1953-57 average. Prices received as compared to 1958 ranged from much lower in New York to considerably higher in western states. Other than in the western states, prices received were less than the 10-year average. New York and Pennsylvania reported some quantities not marketed. Fairly heavy supplies of early summer corn in New Jersey tended to depress prices for eastern late summer marketings. The large crops in 1959 and 1958 sold at relatively low prices. A reduced acreage in 1960, with average yields, would provide adequate supplies and permit more favorable returns to growers.

1960 Guide: The 1960 guide is a planted acreage 5 percent less than 1959. Such an acreage, with an abandonment of 5 percent and a 1955-58 average yield will result in a production approximately 9 percent less than in 1959 but 1 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Vegetables

Cucumbers - Early Summer

(New Jersey, Illinois, Delaware, Maryland, and Virginia)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage 5 percent less than 1959)	6,560	<u>1</u> / 78	512		
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Background Statistics

1959 Prel.	6,900	6,700	78	524	4.01	2,100
1958	6,150	6,150	85	525	3.50	1,840
1953-57 Average	7,120	7,120	72	508	4.31	2,186
1948-52 "	7,100	7,100	69	2/ 490	4.34	2,119

1/ 1956-58 average yield.

2/ Includes 21,000 cwt. not marketed in 1949 and excluded in computing value.

Comparisons and Comments: The acreage planted in 1959 was about one-tenth larger than in 1958 with most of the increase occurring in Virginia. High yields were forecast in early June and production was estimated 9 percent more than in 1958. However, dry weather during June reduced yields in Delaware, Maryland, and Virginia, and the New Jersey crop was damaged by high winds in June and heavy rains in July. The adverse conditions resulted in a group average yield 8 percent less than in 1958. Production was about the same as in 1958 and only slightly higher than the 1953-57 average. Marketings reached volume proportions the first week of July, a little earlier than normal. However, less than usual volume from competing late spring states helped to maintain prices at fairly high levels until mid-August. Prices then declined as early summer marketing partially overlapped into the late summer season. Prices improved in September for remaining supplies. Season average prices in all states except Virginia were above those in 1958 but slightly less than the 1953-57 average. With normal harvest schedules, a 1960 crop about as large as in 1959 should permit stable marketing conditions. However, in view of the increase in yields taking place, a moderate acreage cut-back should be made.

1960 Guide: The 1960 guide is a planted acreage 5 percent less than in 1959. Such an acreage with no abandonment and a 1956-58 average yield will result in a production 2 percent less than in 1959 and 1 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Vegetables

Cucumbers - Late Summer

(Massachusetts, New York, Pennsylvania, and Michigan)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1960 Acreage Guide and Probable Production</u> (planted acreage equal to 1959)						
	6,100		1/ 87	509		
<u>Background Statistics</u>						
1959 Prel.	6,100	5,850	71	417	4.00	1,665
1958	6,150	5,900	83	487	4.02	1,960
1953-57 Average	6,830	6,350	87	555	4.36	2,418
1948-52 "	6,808	6,550	81	530	4.15	2,192
1/ 1953-57 average yield.						

Comparisons and Comments: Planted acreage in 1959 was about the same as in 1958. However, it was less than the large acreage in 1956 and the 1953-57 average. Crops in most states made good growth early in the season and production was expected to be much larger than in 1958. Adverse dry weather during August in the eastern states reduced the acreage for harvest and lowered yields. Weather conditions were favorable in Michigan. Harvested acreage for the group was about the same as in 1958 but average yield was much lower. 1959 production was 14 percent less than in 1958. Supplies from competing early summer areas were below normal during the first part of the marketing period. Prices were fairly high as volume increased through July and early August. Massachusetts and Pennsylvania marketed a major part of their production at this time. Season average prices in these states were relatively high. In late August and early September prices were lower as volume from New York became heavy. Relatively light supplies sold at higher prices late in September. The group season average price was about the same as in 1958 primarily because of the low price in New York. In most years, growers probably can market successfully a crop larger than in 1959. With average yields, an acreage in 1960 equal to 1959 would provide adequate supplies. A less favorable pattern and volume of marketings in competing early summer states should be expected in 1960.

1960 Guide: The 1960 guide is a planted acreage equal to that in 1959. Such an acreage with a normal abandonment of 4 percent and a 1953-57 average yield will result in a production 22 percent more than in 1959 but 8 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Vegetables

Eggplant - Summer

(New Jersey)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : :Production:	: Price : (\$ per (\$1,000	: Value cwt.)
	(acres)	(cwt.)	(1,000 cwt.)		

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

1,500

1/ 111

166

Background Statistics

1959 Prel.	1,500	1,500	120	180	4.55	819
1958	1,300	1,300	125	162	4.30	697
1953-57 Average	1,240	1,240	101	125	3.83	474
1948-52 "	1,786	1,786	88	2/157	3.50	546

1/ 1955-58 average yield.

2/ Includes 10,000 cwt. not marketed in 1950 and excluded in computing value.

Comparisons and Comments: Production in 1959 was record-large and 11 percent above 1958. Acreage was up substantially from 1958 and yields were relatively high. In recent years, yields of eggplant have been at high levels, in part because of the widespread use of irrigation facilities. The crop made excellent progress during the growing season and light supplies were available by early July. Harvest was general by mid-July, with peak movement occurring during the last-half of August. Market prices showed a wide range during the season, opening at high levels, then declining to relatively low levels during the period of heavy shipments. Frequent heavy rains during August lowered quality to some extent but good quality eggplant sold at moderate prices. In general, prices were above the levels of a year earlier during most of the marketing period. The season average price to growers was moderately higher than in 1958 and was above the 1953-57 average. Although crops have been relatively large in the past few years, returns to growers have been favorable. With a normal pattern of marketing and average yields, a 1960 acreage equal to 1959 should provide ample supplies for a balanced market.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with no abandonment and a 1955-58 average yield, will result in a production 8 percent less than in 1959.

1960 Acreage-Marketing Guides
Summer Vegetables

Lettuce - Summer

(Maine, New York, Ohio, Michigan, Colorado and California)

Year	Acreage		Yield			
	:Planted:	For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production
(see 1960 guide
below)

44,020

1/ 193

8,096

Background Statistics

1959 Prel.	48,400	46,400	176	2/ 8,179	3.93	31,692
1958	46,950	44,650	179	2/ 7,972	2.72	20,887
1953-57 Average	41,570	39,570	203	2/ 7,973	4.07	32,084
1948-52 "	38,130	36,490	178	2/ 6,477	3.78	23,630

1/ 1954-58 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 293 in 1948, 236 in 1949, 468 in 1950, 58 in 1951, 84 in 1953, 140 in 1954, 176 in 1956, 70 in 1957, 284 in 1958 and 122 in 1959.

Comparisons and Comments: Production of lettuce during the summer season has expanded steadily since World War II. But in recent years potential supplies have been far in excess of available markets. In some years, a heavy incidence of disease has reduced supplies and thus helped avoid unfavorable markets. However, the more common situation has been frequent market gluts and distress prices. Although the 1958 season was one of the poorest ever experienced, in 1959 growers in California and Michigan increased plantings and growers in other states made little adjustment of acreages. A record crop appeared likely. Fortunately, two factors altered the situation. Marketing control programs were instituted in California and Colorado (where more than 80 percent of the crop is grown) and shipments were regulated during a portion of the season. Also, most producing areas encountered production problems as the season progressed and yields were lowered. Reduced shipments resulted in a strong market and prices for good quality ranged from moderate to high levels. The potential supplies available during the season were much in excess of market needs. A smaller acreage in 1960 would provide ample supplies.

1960 Guide: The 1960 guide is a planted acreage 10 percent less than in 1959 in California and Colorado and 5 percent below 1959 in all other states. Such an acreage, with normal abandonment and 1954-58 average yields by states, will result in a production 1 percent less than in 1959.

1960 Acreage-Marketing Guides
Summer Vegetables

Onions - Early Summer

(New Jersey, Iowa, Virginia, Texas, New Mexico and Washington)

Year	: Acreage : :Planted:For Harvest: Per Acre :Production: Price : Value (acres) (cwt.) (1,000 cwt.)(\$ per (\$1,000 cwt.)
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1960 Acreage Guide and

Probable Production

(see 1960 guide) 11,040

1/ 203

2,040

Background Statistics

1959 Prel.	14,280	10,750	195	2/ 2,098	2.71	5,617
1958	12,210	11,210	221	2/ 2,473	2.69	5,908
1953-57 Average	8,234	8,024	190	2/ 1,520	3.51	5,176
1948-52 "	6,752	6,392	154	2/ 989	3.18	3,140

1/ 1954-58 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 14 in 1948, 40 in 1953, 210 in 1957, 274 in 1958, and 29 in 1959.

Comparisons and Comments: Substantial increases in planted acreage in Texas and New Mexico contributed to a 17 percent increase over 1958, and a new record high. Hail, heavy rains and high winds during June caused considerable damage to the Texas crop. About 3,000 acres were abandoned and yields and production were lowered considerably. This substantial decrease in acreage for harvest aided in reducing production 15 percent below 1958. Over two-thirds of the total crop originated in Texas and New Mexico. New Mexico had excellent growing conditions and yields per acre continued to increase, reaching a new high. Yields per acre were below 1958 in all other states. Light shipments originated from New Mexico in early June, followed by practically all other states by the latter part of the month. Volume was heavy by July 1. Heavy supplies overlapped from the late spring season, and prices were depressed at low levels throughout the marketing season. The season average price in all states was below average. Had the potential production in Texas materialized, the season undoubtedly would have been more disastrous. A sharp curtailment in planted acreage in Texas and New Mexico is necessary in 1960 to assure supplies in line with market requirements.

1960 Guide: The 1960 guide is a planted acreage 30 percent less than 1959 in Texas and New Mexico, and equal to 1959 in all other states. Such acreages, with a normal abandonment and a 1954-58 average yield by states, will result in a production 3 percent less than 1959, but 34 percent above the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Vegetables

Onions - Late Summer

(Massachusetts, New York, Ohio, Indiana, Illinois, Michigan, Wisconsin,
Minnesota, Iowa, Nebraska, Kansas, Idaho, Colorado, Utah,
Nevada, Washington, Oregon and California)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : : Production: Price : Value
	(acres)	(cwt.)	(1,000 cwt.)(\$ per (\$1,000 cwt.)

1960 Acreage Guide and
Probable Production
(see 1960 guide below)

56,430 1/ 303 16,348

Background Statistics

1959 Prel.	60,530	57,280	323	18,489	1.97	36,347
1958	58,200	52,840	310	16,367	3.50	57,237
1953-57 Average	60,152	57,266	300	<u>2</u> / 17,188	1.93	33,111
1948-52 "	66,702	64,206	251	<u>2</u> / 16,101	2.79	43,757

1/ 1954-58 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 184 in 1948, 481 in 1950, 50 in 1953 and 174 in 1957.

Comparisons and Comments: An 8 percent increase in acreage for harvest, combined with a record high yield, resulted in a production 13 percent above 1958 and 8 percent above average. Plantings were 4 percent larger than 1958; the most substantial increases occurred in New York, Colorado and California, with smaller increases in Idaho and Oregon. Processing continued as an important outlet for the California crop. Adverse weather in many states during the latter part of the harvest season delayed field operations and resulted in some quality deterioration. The excessive fall production, combined with heavy early summer supplies already depressing market prices, resulted in prices opening at very low levels. Although increasing seasonally, prices into early winter remained low. While a portion of the overproduction in 1959 was due to the record yields, the principal factor was the excessive acreage. Onion yields have increased considerably because of the widespread adoption of hybrid varieties. Compensating acreage reductions are essential if stable markets are to prevail.

1960 Guide: The 1960 guide is a planted acreage 10 percent less than 1959 in New York, Idaho, Colorado, Oregon, and California, and equal to 1959 in all other states. Such acreages, with a normal abandonment and a 1954-58 average yield by states, will result in a production 12 percent less than 1959 and 5 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Vegetables

Peas - Summer

(New York and Colorado)

Year	Acreage		Yield		Price		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

1,750

1/ 33

58

Background Statistics

1959 Prel.	1,750	1,650	39	65	9.86	641
1958	2,700	2,500	36	2/ 89	6.89	579
1953-57 Average	3,188	2,908	32	2/ 93	7.62	692
1948-52 "	7,036	6,570	30	2/198	5.99	1,156

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 2 in 1948, 5 in 1955 and 5 in 1958.

Comparisons and Comments: The acreage and production of fresh green peas in the summer of 1959 was sharply lower than in 1958, continuing the long-term steady decline. Both New York and Colorado made substantial reductions in plantings and the total acreage was 35 percent less than in 1958 and 45 percent less than the 1953-57 average. Growing conditions were very favorable and excellent yields were obtained. However, because of the small acreage, total production was down about one-fourth from 1958. The small supply moved to market at high prices and season average prices to growers were considerably above 1958 and the 1953-57 average. Frozen peas, which have almost completely replaced the fresh product in the market place, are expected to be in ample supply during the 1960 summer season. Demand for fresh peas will continue to be restricted to a few specialized outlets. A planted acreage in 1960 equal to 1959 would provide ample supplies for this limited market.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with a 1954-58 average yield, will result in a production 11 percent less than in 1959.

1960 Acreage-Marketing Guides
Summer Vegetables

Green Peppers - Early Summer

(North Carolina, Mississippi and Louisiana)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: : :Production:	: : Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

8,550

1/ 35

290

Background Statistics

1959 Prel.	8,550	8,550	34	290	7.81	2,266
1958	9,200	9,100	32	2/ 293	5.17	1,488
1953-57 Average	9,250	8,910	35	2/ 310	8.62	2,465
1948-52 "	8,560	8,340	33	2/ 275	8.93	2,329

1/ 1953-57 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 27 in 1951, 15 in 1954, 87 in 1955 and 5 in 1958.

Comparisons and Comments: Planted acreage in 1959 was 7 percent less than in 1958 and the 1953-57 average. Almost all of the reduction was in North Carolina, offsetting a small increase in Louisiana. Favorably warm weather, with adequate rainfall during June, resulted in a high average yield in North Carolina. Weather conditions were less favorable in Louisiana but a good yield was obtained. Mississippi crops developed fairly well. The group average yield was slightly higher than in 1958. Production was nearly the same as in 1958 but 6 percent less than the 1953-57 average. Movement from the preceding spring crop in Florida during June was relatively light and market prices were high for supplies from Louisiana. Prices continued high through July as North Carolina and Mississippi sold the bulk of their crops. North Carolina shipments declined rapidly and in August were relatively light. The group season average price was well above the low level in 1958 but less than the 1953-57 average. More normal direct competition from supplies in other areas should be expected in 1960. However, a crop from an acreage as large as in 1959 should find adequate market outlets.

1960 Guide: The 1960 guide is a planted acreage equal to that in 1959. Such an acreage with normal abandonment of about 3 percent and a 1953-57 average yield will result in a production equal to that in 1959.

1960 Acreage-Marketing Guides
Summer Vegetables

Green Peppers - Late Summer

(Massachusetts, Rhode Island, Connecticut, New Jersey, Ohio and California)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre :	: :Production:	: Price :	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

16,900 1/ 78 1,305

Background Statistics 2/

1959 Prel.	16,900	15,900	79	1,249	8.75	10,925
1958	16,250	15,550	79	1,234	7.58	9,351
1953-57 Average	14,616	14,496	78	1,125	6.52	7,361
1948-52 "	12,362	12,232	73	889	6.33	5,633

1/ 1955-58 average yield.

2/ Includes data from Ohio for 1952 thru 1959 only.

Comparisons and Comments: Total planted acreage was increased moderately in 1959 for the third consecutive year. Most of the increase took place in New Jersey. California acreage was up slightly while plantings in Ohio and the New England States were about the same as in 1958. Crops in many of the eastern states were damaged by excessive rains and yields were below average. California yields were much below 1958 because of unusually warm weather. However, the group average was about the same as in 1958. Production in eastern states was more than in 1958 but the California crop was down considerably. Market prices were fairly high in July when volume from New Jersey was increasing rapidly. Prices were sharply lower in early August, however, and were relatively low as shipments continued heavy. New England crops sold at moderate prices in late August and early September. Relatively light volume was available from New Jersey in October and prices improved materially. Reduced competition from California contributed to the high prices. California supplies were available in moderate volume from late April through early December and generally sold at prices higher than in 1958. Out-of-state movement was active in October and November but shipments were well below 1958. Although production has been increasing, prices to growers generally have been favorable.

1960 Guide: The 1960 guide is a planted acreage equal to that in 1959. Such an acreage with a normally small abandonment and 1955-58 average yield will result in a production 4 percent more than in 1959 and 16 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Vegetables

Spinach - Summer

(Colorado)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

2,000

1/ 48

80

Background Statistics

1959 Prel.	2,000	1,800	50	90	5.00	450
1958	1,800	1,600	50	80	4.15	332
1953-57 Average	1,310	1,070	48	50	5.00	251
1948-52 "	1,930	1,630	47	2/ 77	5.14	314

1/ 1953-57 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 14 in 1948, 6 in 1949, 18 in 1950 and 17 in 1951.

Comparisons and Comments: The summer season spinach crop is relatively small but has been increasing in volume in recent years. Production in 1959 was 12 percent more than in 1958 and 80 percent more than the 1953-57 average. Acreage expansion in the San Luis Valley has accounted for most of the increase. A major portion of the crop is marketed within the state but some quantities move to metropolitan centers in nearby states. Competition comes from fresh production in market garden areas and from frozen spinach. However, the principal factor affecting the price level is timing of harvest. In 1959, shipments began in early July and continued in moderate volume through September. Market prices generally held at moderate levels and the season average price to growers was above 1959. The demand for fresh spinach in total has been declining slowly during the past ten years, in part because of a consumer shift to the frozen, and it is likely that markets for the summer crop will continue to be restricted. However, there appears to be an adequate outlet for the small crop grown during this season. In 1960, an acreage equal to 1959 should provide ample supplies.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with a normal abandonment of 17 percent and a 1953-57 average yield, will result in a production 11 percent less than in 1959.

1960 Acreage-Marketing Guides
Summer Vegetables

Tomatoes - Early Summer

(New Jersey, Ohio, Illinois, Missouri, Delaware, Maryland, Virginia,
North Carolina, Kentucky, Tennessee, Alabama, Arkansas and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

49,800

1/ 96

4,733

Background Statistics

1959 Prel.	49,800	49,200	106	5,208	6.54	34,065
1958	51,600	51,200	98	<u>2</u> / 5,004	5.62	27,975
1953-57 Average	48,160	47,750	90	<u>2</u> / 4,298	6.54	28,100
1948-52 "	48,590	48,170	84	<u>2</u> / 4,015	5.74	22,896

1/ 1956-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 59 in 1951, 113 in 1954, and 25 in 1958.

Comparisons and Comments: A 3 percent cut in planted acreage was offset by record high yields, so that 1959 production was slightly larger than 1958 and record high. The largest acreage reductions occurred in Virginia, Tennessee and Arkansas, and offset a substantial increase by growers in California. The California crop was advanced by unusually warm weather. Harvest began in the San Diego district in early June, with Merced district shipments commencing in mid-June, much earlier than usual. Rains in Maryland, Virginia and North Carolina during July lowered quality and resulted in heavy cullage. Early season prices were aided materially by a small late spring crop. As supplies became heavy in early July, prices dropped to relatively low levels. Although shipments were maintained at a relatively high rate, California growers were again faced with strong competition from areas with locational advantages. Late spring tomato production has been relatively low in recent years. If it is maintained near these levels it should benefit early marketings from the early summer crop in some years. However, any lag between crops would normally be of short duration.

1960 Guide: The 1960 guide is a planted acreage equal to 1959 in all states. Such an acreage, with a normal abandonment of 1 percent and a 1956-58 average yield, will result in a production 9 percent less than in 1959 but 10 percent above the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Vegetables

Tomatoes - Late Summer

(Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Ohio, Indiana, Illinois, Michigan, Iowa, Colorado, Washington and Oregon)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and Probable Production

(planted acreage 5 percent more than 1959)

36,720	<u>1</u> / 103	3,631
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Background Statistics

1959 Prel.	34,970	33,720	97	3,261	6.66	21,717
1958	37,050	35,650	103	3,660	5.52	20,216
1953-57 Average	37,148	35,798	103	3,678	6.08	22,277
1948-52 "	38,712	38,194	106	2/ 4,043	4.87	19,655

1/ 1956-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 42 in 1948 and 105 in 1949.

Comparisons and Comments: Planted acreage was reduced 6 percent in 1959, as growers responded to generally unprofitable prices received for the 1958 crop. The reduced acreage, together with yields per acre below 1958 and average, resulted in production 11 percent lower than 1958 and the 1953-57 average. Light shipments moved from early areas the first part of July, with heavy volume available by early August and extending through mid-September. High temperatures during July in a number of midwestern states hastened maturity and advanced the marketing season. Michigan volume was heavy by August 1, and some acreage was abandoned when market channels were unable to handle the fast maturing crop. Ample supplies remained available in New England until the season was terminated by fall frosts. Season average prices were substantially higher than 1958 in most states; only Ohio, Iowa and Colorado growers received lower prices. Although home garden supplies will continue to provide strong competition, growers should be able to profitably market a moderately larger production in 1960.

1960 Guide: The 1960 guide is a planted acreage 5 percent more than 1959. Such an acreage, with normal abandonment and a 1956-58 average yield, will result in a production 11 percent more than 1959 but 1 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Melons

Cantaloups - Early Summer

(South Carolina, Georgia and Arizona)

Year	: Acreage : :Planted:For Harvest:	: Yield : :Per Acre :	: : :Production:	: : :Price :	: : :Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000 cwt.)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

20,200

1/ 53

1,071

Background Statistics

1959 Prel.	20,200	20,200	49	998	3.98	3,976
1958	26,900	26,900	48	1,279	3.44	4,404
1953-57 Average	20,760	20,480	59	<u>2</u> /1,222	3.55	4,157
1948-52 "	24,460	24,400	77	1,893	3.23	6,037

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 17 in 1954 and 8 in 1955.

Comparisons and Comments: The 1959 acreage was a fourth less than the record level of 1958. Arizona acreage was reduced 50 percent, Georgia 11 percent and South Carolina 5 percent. Heavy rainfall and disease reduced yields in Georgia. Disease and premature ripening cut production in South Carolina. The growing season in Arizona was favorable and quality was good. Total production was considerably below 1958 and average. Harvesting of the central Arizona crop began in mid-June, peaking at the end of the month. Prices received for Arizona supplies were depressed by overlap of spring crop supplies. In the Southeast, prices averaged at fairly high levels, well above 1958 when excessive mid-summer production contributed to lower returns. Overlap of spring and mid-summer supplies has tended to reduce market outlets for early summer supplies. However, barring abnormal overlap of supplies from competing seasons and areas in 1960, growers should be able to market a 1960 production as large as 1959.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with no abandonment and a 1954-58 average yield, will result in a production 7 percent more than in 1959 but 16 percent less than in 1958, and 12 percent less than 1953-57 average.

1960 Guide: The 1960 guide is a planted acreage 5 percent less than in 1959 in California and equal to 1959 in all other states. Such an acreage, with a normal abandonment and 1954-58 average yields by states, will result in a production 4 percent more than in 1959, 5 percent less than in 1958 and 20 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Melons

Cantaloups - Late Summer

(New York, New Jersey, Ohio, Michigan, Kansas,
Colorado, Washington and Oregon)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

13,850 1/ 87 1,121

Background Statistics

1959 Prel.	13,850	12,950	91	1,182	3.68	4,344
1958	14,850	12,600	82	1,039	3.76	3,911
1953-57 Average	13,252	12,602	89	1,124	3.48	3,911
1948-52 "	15,372	14,280	82	2/ 1,169	3.00	3,318

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 144 in 1948, 63 in 1949 and 63 in 1950.

Comparisons and Comments: Acreage held within a relatively narrow range from 1954 through 1959. Kansas and Colorado planted moderately more, Ohio moderately less acreage in 1959. Yields per acre in the East and Midwest were at or above average levels and exceeded 1958 levels when cool, wet weather cut outturn. 1959 yields were below average in Washington and Oregon and small sizes were prevalent. Production totaled 14 percent more than in 1958 but was almost equal to the 1953-57 average. Shipments peaked in late August and were about completed by the end of September. Shipments of competing California summer melons were somewhat below normal throughout the summer and into the first half of October. The 1959 average price received was slightly more than the 1954-58 average. The small supplies in Washington and Oregon returned prices considerably above average. In 1960 late summer crop producers can market a crop about as large as 1959. It is anticipated that California will furnish a large supply to late summer markets.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage with an abandonment of 7 percent and 1954-58 average yield will result in a production 5 percent less than in 1959 but 8 percent more than in 1958, and equal to the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Melons

Watermelons - Early Summer

(North Carolina, South Carolina, Georgia, Alabama, Mississippi,
Arkansas, Louisiana, Oklahoma, Texas, Arizona and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and

Probable Production

(planted acreage 3 percent
more than 1959) 314,800

1/ 68

19,266

Background Statistics

1959 Prel.	305,600	277,200	69	2/ 19,176	1.41	26,707
1958	356,300	323,100	69	2/ 22,412	.95	18,497
1953-57 Average	338,960	302,800	65	2/ 19,681	1.22	23,233
1948-52 "	281,000	273,080	64	2/ 17,480	1.26	21,724

1/ 1955-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 102 in 1949, 460 in 1950, 110 in 1951, 280 in 1954, 1,713 in 1955, 684 in 1956, 2,990 in 1958, and 278 in 1959.

Comparisons and Comments: Following the unsuccessful 1958 marketing season, early summer acreage was cut 14 percent in 1959. The leading states in acreage, Texas, Georgia and South Carolina, harvested respectively 12, 22, and 19 percent less acreage; California harvested moderately more. Yields in most states were about average. Hot weather damaged crops in many southeastern states. Growing conditions were generally favorable in Texas and the far West. Production totaled 14 percent less than the surplus 1958 crop and 3 percent less than the 1953-57 average. The moderate early summer production, combined with less than usual overlap from the below average spring production, resulted in a high average price received for early summer supplies, particularly in Texas and California. In North Carolina and Alabama some quantities were not marketed. Early reports indicate growers intend to plant a late spring acreage equal to 1959. However, if average yields are attained in Florida, the crop will be materially larger. More normal competition with the early summer season is likely. Consequently, early summer producers should probably plan for a 1960 acreage only slightly larger than in 1959.

1960 Guide: The 1960 guide is a planted acreage 3 percent more than in 1959. Such an acreage, with an abandonment of 10 percent and a 1955-58 average yield, will result in a production 2 percent less than in 1959, 17 percent less than in 1958 but 5 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Summer Melons

Watermelons - Late Summer

(Indiana, Illinois, Iowa, Missouri, Delaware,
Maryland, Virginia and Oregon)

Year	Acreage		Yield		Production	Price	Value
	:Planted:	:For Harvest:	: Per Acre	:Production:			
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1960 Acreage Guide and Probable Production

(planted acreage equal to 1959)

31,400

1/ 114

3,544

Background Statistics

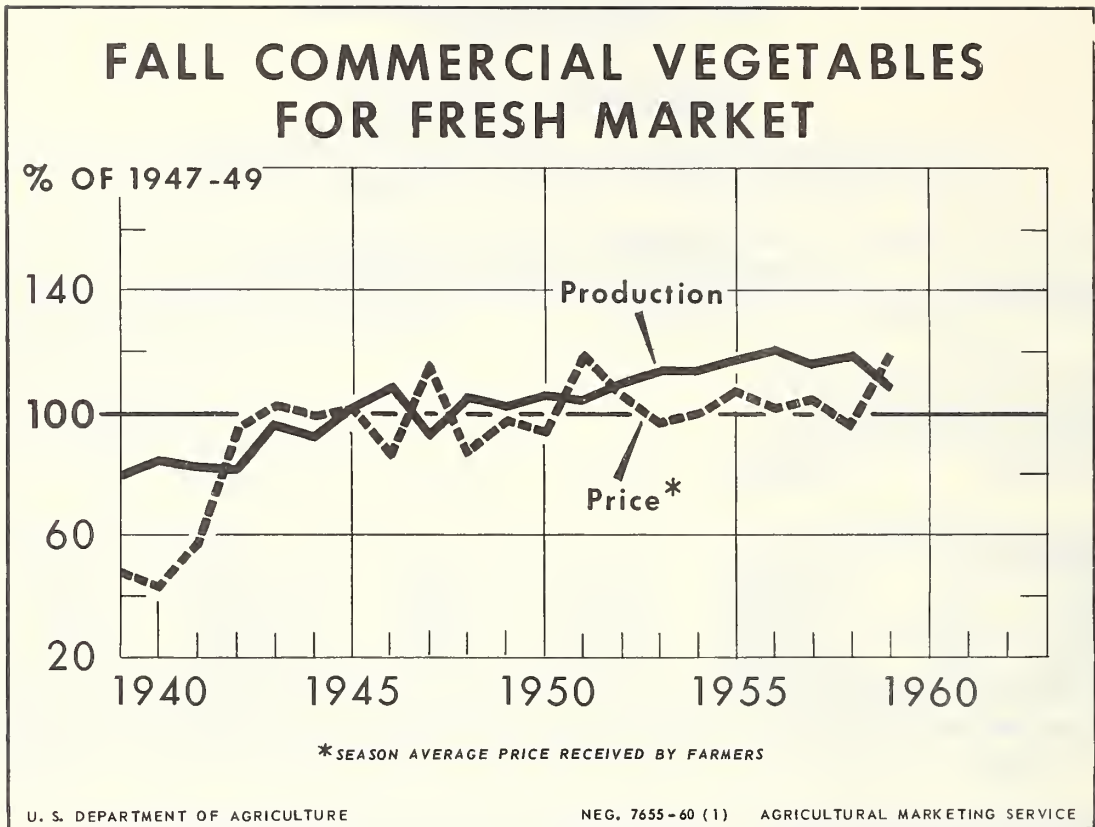
1959 Prel.	31,400	31,000	123	3,799	1.51	5,729
1958	31,750	31,350	112	2/3,508	.98	3,242
1953-57 Average	26,360	26,400	112	2,976	1.34	3,975
1948-52 "	20,480	20,380	99	2,025	1.31	2,647

1/ 1954-58 average yield.

2/ Includes 200,000 cwt. not marketed in 1958 and excluded in computing value.

Comparisons and Comments: Increases in harvested acreage in 1959 in Delaware, Maryland and Virginia were more than offset by decreases in other late summer states. Weather was favorable to crop development in all States except Oregon. Cool weather had an adverse effect on the Oregon crop and sizes were small. Average yield was record high, a tenth more than in 1958 and the 1953-57 average. Production was at a record level. The moderate supply of early summer melons resulted in less market pressure in selling the large, but generally good quality late summer supply. The average price received was the highest in recent years. Prices received in all areas except Missouri were considerably above the depressed levels of a year earlier. In 1960, late summer producers probably can market the production from an acreage as large as 1959.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with an abandonment of 1 percent and a 1954-58 average yield, will result in a production 7 percent less than in 1959, about equal to 1958 and 19 percent more than the 1953-57 average.



Adverse weather reduced supplies of practically all fall season fresh vegetables in 1959. Warm, humid weather prevailed during the first portion of the growing season. Then excessive rains and cool weather reduced yields at harvest time. The aggregate production was 108 percent of the 1947-49 base. This was 9 percent less than in 1958 and the smallest since 1951. Moderate to high prices prevailed during the season for all vegetables. Prices in the aggregate were record high, averaging 120 percent of the 1947-49 base compared with 95 percent in 1958.

1960 Acreage-Marketing Guides
Fall Vegetables

Snap Beans - Early Fall

(New Jersey, Maryland, Virginia, North Carolina, South Carolina,
Mississippi, Arkansas, Louisiana and California)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1960 Acreage Guide and Probable Production

(planted acreage equal to 1959)

15,200 1/ 43 627

Background Statistics

1959 Prel.	15,200	13,700	41	563	10.80	6,078
1958	15,300	14,600	41	595	8.72	5,190
1953-57 Average	17,200	15,900	43	2/ 681	8.46	5,713
1948-52 "	22,580	21,430	36	2/ 773	7.71	5,876

1/ 1953-57 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 3 in 1948, 10 in 1949, 6 in 1950, 4 in 1955 and 7 in 1957.

Comparisons and Comments: Changes in planted acreages between states in 1959 were minor and resulted in a total acreage about equal to that in 1958. However, this was 12 percent less than the 1953-57 average. The weather pattern varied considerably during the season but on the average growing conditions were satisfactory. Yields in most states were above average. South Carolina was the only state meeting a severe loss; heavy rains from hurricane "Gracie" caused extensive acreage loss and lowered yields materially. Production was 5 percent less than in 1958 and 17 percent less than the 1953-57 average. Prices were fairly high in September as overlapping summer supplies were light. Increased volume in early October sold at lower prices. The season ended with higher prices for remaining supplies in late October and early November. Season average prices in most states were moderately to substantially higher than in 1958. If acreage is unchanged and abandonment is normal, production would adequately meet market needs. Competitive supplies of processed snap beans, canned and frozen, are expected to be slightly larger in 1960 than in 1959.

1960 Guide: The 1960 guide is a planted acreage equal to that in 1959. Such an acreage with a normal abandonment of about 4 percent and a 1953-57 average yield will result in a production 11 percent more than in 1959.

1960 Acreage-Marketing Guides
Fall Vegetables

Snap Beans - Late Fall

(Florida and Texas)

Year	: Acreage : :Planted:For Harvest: (acres)	: Yield : Per Acre : (cwt.)	: : :Production: Price : (1,000 cwt.)(\$ per (\$1,000 cwt.)
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1960 Acreage Guide and
Probable Production

(planted acreage 5 percent
more than 1959) 17,300

1/ 34 518

Background Statistics

1959 Prel.	16,500	13,200	26	348	11.16	3,882
1958	16,400	15,600	38	2/ 573	7.30	3,824
1953-57 Average	20,440	18,020	32	2/ 579	8.79	4,934
1948-52 "	26,840	19,300	26	2/ 518	9.68	4,067

1/ 1955-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 236 in 1948, 124 in 1951, 35 in 1953, 31 in 1955, and 49 in 1958.

Comparisons and Comments: In total, planted acreage in the 1959 season was about the same as the relatively small acreage in 1958. Smaller plantings in Florida were offset by a moderate increase in Texas. Adverse weather in both states caused more than normal abandonment and acreage for harvest was 15 percent less than in 1958. Yield and quality in south Florida was lowered by heavy rains in October and generally wet conditions through most of November. The late November freeze in Florida resulted in further losses and delayed maturing crops. An early November freeze limited production in Texas, where the crop had developed fairly well. Late fall production was less than two-thirds of that in 1958. Market prices were fairly high for relatively light supplies in early November and held about steady as movement peaked (but at a low level) late in the month. Prices advanced sharply in early December as low temperatures caused some losses and delayed marketing of the Pompano crop. Movement to processors was moderate in early November. Season average price for the very small production was much higher than in 1958 and moderately above the 1953-57 average. In the fall of 1960, supplies of processed snap beans may be larger than the ample supply available in 1959.

1960 Guide: The 1960 guide is a planted acreage 5 percent more than in 1959. Such an acreage with an average abandonment of 12 percent and a 1955-58 average yield will result in a production 49 percent more than in 1959 but 11 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Fall Vegetables

Broccoli - Fall

(New York, New Jersey, Pennsylvania, Virginia,
Washington, California and Oregon)

Year	Acreage		Yield			
	:Planted:	For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal to
1959) 23,500

1/ 45

1,047

Background Statistics

1959 Prel.	23,500	23,300	45	1,042	7.90	8,231
1958	23,950	23,950	48	1,161	8.51	8,869
1953-57 Average	22,970	22,630	45	1,023	7.87	8,087
1948-52 "	19,070	18,870	45	865	8.62	7,346

1/ 1953-57 average yield.

Comparisons and Comments: Acreage of fall broccoli in 1959 was slightly less than in 1958, but a little more than the 1953-57 average. Reductions occurred in all states where processing is a major outlet except New York and California. Acreage contracted for freezing in California was less than in 1958. However, plantings for fresh market were not changed. Hot weather reduced yields and quality in the eastern producing states. Fairly high yields of good quality were obtained in Washington and Oregon. Quality was also good in California and yield was about equal to the above average yield in 1958. The group average yield was less than in 1958 but equal to the 1953-57 average. Production was 10 percent less than in 1958 but nearly the same as the 1953-57 average. Frozen stocks were much larger than in 1958 and movement out of storage was heavy during the 1959 fall marketing season. Fresh market prices were fairly high in September and early October but were lower as movement from California became heavy in November and continued into December. The group season average price was lower than in 1958 because of low prices in New York and New Jersey, where low quality was a factor. Frozen stocks in 1959 are likely to be at least as large as in 1958.

1960 Guide: The 1960 guide is a planted acreage equal to that in 1959. Such an acreage, with average abandonment and a 1953-57 average yield, will result in a production about equal to that in 1959 and 2 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Fall Vegetables

Cabbage - Early Fall
(Fresh Market and Processing)

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
(L.I.), New York (Other), New Jersey, Pennsylvania, Ohio, Michigan,
Idaho, Wisconsin, Minnesota, Utah and Oregon)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000 cwt.)

1960 Acreage Guide and Probable Production

(planted acreage 5 percent more than in 1959) 39,510

1/ 246 9,331

Background Statistics

1959 Prel.	37,630	35,380	216	7,628	2.30	17,569
1958	39,120	37,610	270	<u>2</u> / 10,163	1.13	10,971
1949-57 Average	44,282	42,760	229	<u>2</u> / 9,800	1.38	12,928

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 34 in 1949, 2,246 in 1950, 200 in 1951, 84 in 1954, 600 in 1956 and 435 in 1958.

Comparisons and Comments: Production of early fall cabbage for fresh market and kraut utilization in 1959 was 25 percent below that of the previous year. Plantings were reduced 4 percent and abandonment was larger than normal. The crop was plagued by periods of hot and dry weather. Yields are reduced 20 percent from the levels of 1958 and were the lowest since the 1955 season. Market prices for fresh cabbage advanced rapidly from the seasonal low in early September. Season average prices were considerably above average and about twice the levels of 1958. Growers reacted to the favorable prices with heavy early movement and supplies were considerably below normal near the end of the season. Poor yields and high open market prices held the 1959 kraut pack considerably below normal. As a result, total supply of kraut for the 1959-60 season is relatively light. A substantially larger production will be needed in 1960 to fulfill fresh market and processing requirements. However, growers should not be overconfident in planning the 1960 crop. With normal yields, ample supplies can be produced with only a moderate acreage increase.

1960 Guide: The 1960 guide is a planted acreage 5 percent more than in 1959. Such an acreage, with a normal abandonment of 4 percent and a 1954-58 average yield will result in a production 22 percent larger than in 1959.

1960 Acreage-Marketing Guides
Fall Vegetables

Cabbage - Late Fall

(Virginia, North Carolina and South Carolina)

Year	: Acreage : :Planted:For Harvest: (acres)	: Yield : Per Acre : (cwt.)	: : :Production: (1,000 cwt.)	: Price : (\$ per cwt.)	: Value : (\$1,000)
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1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

3,450 1/ 114 393

Background Statistics

1959 Prel.	3,450	3,350	108	363	2.71	985
1958	3,150	3,150	128	402	1.97	791
1953-57 Average	4,620	4,130	105	2/ 428	2.12	832
1948-52 "	4,484	4,484	120	540	2.42	1,260

1/ 1955-58 average yield.

2/ Includes 22,000 cwt. not marketed in 1955 and excluded in computing value.

Comparisons and Comments: Expanded acreage of late fall cabbage in 1959 gave indications of a larger crop than in 1958; however, prospects declined as the season progressed. North Carolina accounted for all of the increase in acreage; both Virginia and South Carolina reduced plantings from the levels of 1958. Growing conditions were favorable early in the season; however, the South Carolina crop received considerable hurricane damage in late September. Excessive rains in October injured the crop in North Carolina and increased the damage in South Carolina. The group average yield was below that of the previous year and average. Late fall production in 1959 was nearly 10 percent less than in 1958 and 15 percent below the 1953-57 average. Early movement of the North Carolina crop was spurred by attractive prices, established by the short early fall crop. Movement peaked in early December. Season average prices in 1959 were considerably above the levels of the previous year. Growers should expect stronger competition in 1960 from early fall states where crops in 1959 were much below normal.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage with no abandonment and a 1955-58 average yield will result in a production 8 percent more than in 1959 but 8 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Fall Vegetables

Carrots - Early Fall

(Massachusetts, New York, Pennsylvania, Illinois, Michigan, Wisconsin,
Minnesota, Texas, New Mexico, Utah, Washington and Oregon)

Year	: Acreage : Planted: For Harvest:	: Yield : : Per Acre : Production:	: : : (\$ per (\$1,000 : cwt.)	: Value
	(acres)	(cwt.) (1,000 cwt.)		

1960 Acreage Guide and
Probable Production

(planted acreage 5 percent more
than in 1959) 18,430

1/ 247 4,335

Background Statistics

1959 Prel.	17,550	16,700	254	4,246	1.84	7,797
1958	22,600	21,640	237	2/ 5,129	1.59	7,802
1953-57 Average	19,394	17,802	247	2/ 4,392	1.85	7,871
1948-52 "	20,076	19,540	239	2/ 4,657	1.89	8,475

1/ 1953-57 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 390 in 1948, 336 in 1950, 124 in 1951, 238 in 1953, 256 in 1954, 113 in 1956 and 235 in 1958.

Comparisons and Comments: The 1959 acreage of early fall carrots was cut sharply from 1958. Most of the reduction was in Texas where sharp expansion occurred during the 1955-58 period. However, significant reductions also took place in several midwestern and eastern states where processing is important, reflecting depressed markets for canned carrots in recent seasons. Growing conditions were favorable in most areas and high yields were obtained. The increase in yield over 1958 partially offset the acreage decline. However, the total crop was 13 percent less than in 1958. Fresh market supplies available in the early fall states and from the late fall crop in California were relatively heavy through mid-November and market prices held at low levels. The market improved in the last half of November as the season neared an end. Canned supplies for the 1959-60 season are about in balance with market needs and the carryover into 1960 should be moderate. Some improvement in processor demand may occur. The potential market for fresh supplies will probably be close to that of recent years.

1960 Guide: The 1960 guide is a planted acreage 5 percent above 1959. Such an acreage, with a normal abandonment of 5 percent and a 1953-57 average yield, will result in a production 2 percent above 1959.

1960 Acreage-Marketing Guides
Fall Vegetables

Carrots - Late Fall

(California)

Year	: Acreage	: Yield	:	:
	: Planted: For Harvest:	Per Acre	: Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1960 Acreage Guide and Probable Production

(planted acreage equal to 1959) 8,100 1/ 261 2,114

Background Statistics

1959 Prel.	8,100	8,100	280	2,268	3.87	8,788
1958	10,000	10,000	240	2,400	3.49	8,374
1953-57 Average	9,780	9,780	261	2,540	5.04	12,684
1948-52 "	10,000	10,000	221	2,197	4.39	9,673

1/ 1953-57 average yield.

Comparisons and Comments: Production of late fall season carrots has declined significantly in recent years - from a peak of 2.7 million hundredweight in 1956 to 2.3 million hundredweight in 1959. The sharp downward trend has resulted to a large extent from continuously depressed markets for this commodity. The crop moves to market from early August until late December. Prices in most years have held at low levels until late in the season. In 1959, the pattern was repeated except that improvement occurred in November, a little earlier than usual. This improvement was at least partially the result of the sharply reduced production in numerous early fall crop states. The season average price to growers was moderately higher than in 1958. The adoption by the industry of the film package as well as improved quality of production in other areas nearer to consuming centers has worked to the disadvantage of California growers. However, the adjustments which have taken place have brought the situation about in balance. There should be an adequate market for a 1960 crop from an acreage about as large as in 1959.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with no abandonment and a 1953-57 average yield, will result in a production 7 percent less than in 1959.

1960 Acreage-Marketing Guides
Fall Vegetables

Cauliflower - Early Fall

(New York (L.I.), New Jersey, Ohio, Michigan and Oregon)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price :	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and Probable Production

(planted acreage 5 percent less than 1959) 8,400

1/ 161

1,285

Background Statistics

1959 Prel.	8,800	6,350	148	937	4.03	3,772
1958	8,300	7,900	162	1,282	3.64	4,667
1953-57 Average	8,628	7,788	161	2/ 1,258	3.45	4,250
1948-52 "	9,170	8,690	166	2/ 1,446	3.22	4,533

1/ 1953-57 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 7 in 1948, 100 in 1949, 56 in 1950, 8 in 1953, and 39 in 1957.

Comparisons and Comments: Increased plantings in 1959 on Long Island, New York and in Michigan effected a moderately larger total acreage than in 1958. However, adverse weather damaged crops in most producing areas. Excessive heat caused serious damage in the Midwest. Hot, humid weather sharply limited harvesting from early acreage on Long Island through September and part of October. Although conditions improved late in the season, the Long Island average yield was substantially below average. In total, production in 1959 was 27 percent less than in 1958. Fresh market supplies were light from September through early November. Prices ranged widely, but good quality sold at high levels. In November, prices declined moderately as shipments of good quality from Long Island increased. For the season, prices averaged much higher than in 1958 in practically all states. Under normal harvest schedules, the market can absorb a considerably larger crop than was produced in 1959. However, with average yields, sufficient supplies could be obtained in 1960 from an acreage moderately smaller than in 1959.

1960 Guide: The 1960 guide is a planted acreage 5 percent less than in 1959. Such an acreage, with an abandonment of 5 percent and a 1953-57 average yield, will result in a production 37 percent more than in 1959 and 2 percent larger than the 1953-57 average.

1960 Acreage-Marketing Guides
Fall Vegetables

Cauliflower - Late Fall

(California)

Year	Acreage		Yield		Price	Value
	:Planted:	For Harvest:	Per Acre	:Production:		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and Probable Production

(planted acreage 5 percent less than 1959) 6,200

1/ 161 998

Background Statistics

1959 Prel.	6,500	6,500	155	1,008	3.40	3,431
1958	6,200	6,100	175	1,068	2.76	2,949
1953-57 Average	5,420	5,420	153	828	2.70	2,212
1948-52 "	6,120	6,120	150	909	2.82	2,514

1/ 1954-58 average yield.

Comparisons and Comments: The 1959 acreage was 5 percent more than in 1958 and one-fifth more than the 1953-57 average. As in 1958, most of the increase was in response to freezers' requirements. Heavy rain in September and unusually warm weather in November was not favorable for crop growth. Yields averaged less than in 1958 and about equal to the 1953-57 average. The reduced yield resulted in a production 6 percent less than in 1958 but 22 percent more than the 1953-57 average. Moderate supplies from early August through most of October sold at fairly high prices. Out-of-state movement through December was larger than in 1958. Harvesting increased in volume through October and was heavy in November and December. Prices declined in late November but improved slightly in December. Production in Texas was a little larger than 1958 but volume supplies were not available until late in December. Stocks of frozen supplies were relatively light in 1959, partly because of smaller packs in Eastern states. Growers generally can market readily a crop as large as in 1959. However, with more normal growing conditions and average yields, such a crop can be obtained in 1960 from an acreage moderately smaller than in 1959.

1960 Guide: The 1960 guide is a planted acreage 5 percent less than in 1959. Such an acreage, with no abandonment and a 1954-58 average yield, will result in a production slightly less than in 1959 but 21 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Fall Vegetables

Celery - Early Fall

(Massachusetts, New Jersey, Pennsylvania, Ohio and Michigan)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000 cwt.)

1960 Acreage Guide and Probable Production

(planted acreage equal to 1959)	2,600	1/ 265	641
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Background Statistics

1959 Prel.	2,550	2,240	258	578	4.39	2,537
1958	2,760	2,660	292	776	3.83	2,970
1953-57 Average	3,354	3,078	264	2/ 815	3.84	3,031
1948-52 "	4,592	4,468	264	1,178	3.67	4,291

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 55 in 1953 and 39 in 1954.

Comparisons and Comments: Acreage has trended downward since the mid-1940s. Competition from large crops in California has been a major factor in the decline. Reduction in acreage in Michigan accounted for most of the historic decline. The 1959 acreage was a record-low and 16 percent less than in 1958. In Michigan hot, humid weather in August favored development of blight and yellows and crop outturn was reduced materially. Production was at an all-time low and a fourth less than in 1958. Average prices received were much higher than in 1958 and were only moderately below the record-high level of 1955. Shipping point prices in Michigan trended upward in September and held about steady through the remainder of the season. Unloads of celery in 38 cities during September and October totaled moderately less than in 1958. In 1960, growers probably can market a supply materially above that produced in 1959. However, California fall crop supplies will influence market prospects.

1960 Guide: The 1960 guide is a planted acreage equal to that in 1959. Such an acreage, with an abandonment of 7 percent and 1954-58 average yield, will result in a production 11 percent more than in 1959 but 17 percent less than in 1958.

1960 Acreage-Marketing Guides
Fall Vegetables

Celery - Late Fall

(California)

Year	: Acreage : :Planted:For Harvest: (acres)	Yield : : Per Acre : (cwt.)	: : Production : (1,000 cwt.)	: : Price : (\$ per cwt.)	: : Value : (\$1,000)
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1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

7,100 1/ 409 2,904

Background Statistics

1959 Prel.	7,100	7,100	380	2,698	4.25	11,466
1958	7,400	7,400	370	2,738	3.30	9,035
1953-57 Average	7,720	7,720	406	2/ 3,135	3.51	10,632
1948-52 "	8,520	8,440	299	2,516	3.86	9,690

1/ 1954-58 average yield.

2/ Includes 533,000 cwt. not marketed in 1956 and excluded in computing value.

Comparisons and Comments: Fall producing areas in California accounted for almost a fifth of the 1959 annual crop. Acreage in the Salinas area was increased in 1959, continuing a long-term trend. Acreages in the Delta and Santa Clara Valley were reduced. Acreage and production were the smallest since 1950. Warm weather hastened crop maturity and harvests tended to bunch. 1959 production was slightly below 1958 and a seventh less than the 1953-57 average. Abundant supplies were available from early September into early October. Prices were low during this period and California growers slowed cuttings. As potential supplies in California and competing areas declined in October, prices improved materially. The season average price was the highest since 1950. Unloads of California celery in 38 cities showed an upward trend from early in September to the pre-Thanksgiving peak during the third week in November. Unloads of Florida celery in the late fall were relatively light.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage with no abandonment and 1954-58 average yield, will result in a production 8 percent more than in 1959, 6 percent more than in 1958, but 7 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Fall Vegetables

Sweet Corn - Fall

(Florida and California)

Year	: Acreage :Planted:For Harvest: (acres)	: Yield : : Per Acre : (cwt.)	: : :Production: Price : Value (1,000 cwt.)(\$ per (\$1,000 cwt.)
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1960 Acreage Guide and
Probable Production

(planted acreage 5 percent
more than in 1959) 11,200

1/ 66 640

Background Statistics

1959 Prel.	10,700	9,600	59	<u>2</u> / 563	4.61	2,405
1958	14,100	13,200	58	772	3.79	2,926
1953-57 Average	7,580	6,520	69	<u>2</u> / 450	4.74	2,073

1/ 1954-58 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 24 in 1955 and 41 in 1959.

Comparisons and Comments: A more than fourfold increase in acreage occurred from 1951 to 1958. However, plantings in 1959 were a fourth below the record level of 1958. Acreage in California was reduced almost 60 percent and in Florida 13 percent. Heavy October rains damaged the Florida crop and a material loss of acreage resulted. Florida yield per acre was appreciably less than the 1954-58 average. An above-average yield was obtained in California. Production was 27 percent less than the 1958 high but a fourth more than the 1953-57 average. Four-fifths of the production originated in Florida. Florida marketings commenced early in October and peaked in late October. The quality of late season harvestings improved over that of early fields. Average prices received were considerably above a year earlier. Generally good quality was reported in California. Marketings in California were maintained at volume levels most of October and the first part of November. A high average price was obtained. Barring an abnormal overlap of late summer supplies in 1960, fall crop producers can probably market a supply larger than in 1959.

1960 Guide: The 1960 guide is a planted acreage 5 percent more than in 1959. Such an acreage, with an abandonment of 15 percent in Florida and none in California and 1954-58 average yields by states, will result in a production 14 percent more than in 1959 but 17 percent less than in 1958.

1960 Acreage-Marketing Guides
Fall Vegetables

Cucumbers - Early Fall

(Virginia, South Carolina, Georgia, Louisiana and California)

Year	: Acreage : :Planted:For Harvest: (acres)	: Yield : : Per Acre : (cwt.)	: : :Production: (1,000 cwt.)	: : : Price : (\$ per cwt.)	: Value (\$1,000)
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1960 Acreage Guide and
Probable Production
(see 1960 guide below)

6,120 1/ 82 502

Background Statistics

1959 Prel.	6,250	5,900	82	485	5.09	2,467
1958	5,800	5,700	89	508	4.55	2,313
1953-57 Average	5,510	5,350	87	2/ 457	3.89	1,763
1948-52 "	3,900	3,680	88	2/ 323	3.99	1,271

1/ 1954-58 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 8 in 1949 and 4 in 1955.

Comparisons and Comments: Planted acreage was increased in 1958 with most of the change in Virginia. Acreage in California was unchanged. About one-third of the acreage in South Carolina was lost as a result of Hurricane "Gracie" in late September. The crop developed fairly well in other states. The group acreage for harvest was slightly more than in 1958 and 10 percent above the 1953-57 average. The group average yield was 8 percent less than in 1958 because of a low yield in South Carolina. Yield in California was slightly less than 1958. Production was much larger than in 1958 in Virginia but most other states declined and the group total was 5 percent less than in 1958. Movement from Virginia increased rapidly through September and volume supplies were available until mid-October. Louisiana and Georgia also marketed most of their production during the same period. Competition from the preceding summer crops was light and prices were high most of the season. Ample supplies for local markets were available from California during the fall season. Season average prices were high in most states.

1960 Guide: The 1960 guide is a planted acreage 5 percent less than in 1959 in Virginia and equal to 1959 in other states. Such acreages, with no abandonment and 1954-58 average yields by states, will result in a production 4 percent more than in 1959 and 10 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Fall Vegetables

Cucumbers - Late Fall

(Florida)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage 20 percent
less than 1959) 5,600

1/ 111 559

Background Statistics

1959 Prel.	7,000	6,100	90	<u>2/</u> 549	6.90	3,222
1958	5,500	5,300	110	<u>2/</u> 583	5.90	3,050
1953-57 Average	5,720	5,140	109	<u>2/</u> 559	5.54	2,873
1948-52 "	4,680	3,820	94	<u>2/</u> 356	5.82	2,024

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 20 in 1948, 31 in 1953, 48 in 1954, 37 in 1955, 26 in 1956, 70 in 1957, 66 in 1958, and 82 in 1959.

Comparisons and Comments: Planted acreage was expanded in 1959 to a level well above that in 1958 and slightly more than the previous record high in 1957. The acreage has trended irregularly upward in the post-war period. Crops developed well early in the season but adverse weather, beginning with heavy rains in mid-October, reduced prospective production. As the origin of shipments shifted to south Florida areas in late November, rains and cold weather caused extensive acreage losses and further reduced yields. Harvested acreage was 15 percent more than in 1958 but the average yield was much less than in 1958 and average. Production was 6 percent less than in 1958 and slightly below the 1953-57 average. Movement to markets was heavy by mid-October and prices were low. Prices improved in November and held at fairly high levels most of the month as shipments were much less than normal. After the weather damage in late November, prices reacted sharply and were at very high levels for declining supplies the remainder of the season. The season average price was above that in 1958 and the 1953-57 average as a result of the adverse weather conditions that curtailed marketings. With average yields, the large plantings in 1959 probably would have resulted in a substantial surplus.

1960 Guide: The 1960 guide is a planted acreage 20 percent less than in 1959. Such an acreage, with normal abandonment of 10 percent and 1954-58 average yield will result in a production 2 percent more than in 1959 and equal to the 1953-57 average.

1960 Acreage-Marketing Guides
Fall Vegetables

Eggplant - Fall

(Florida and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production
(see 1960 guide
below)

1,530 1/ 78 120

Background Statistics

1959 Prel.	1,950	1,800	62	111	6.87	763
1958	1,600	1,500	81	122	4.96	605
1953-57 Average	1,430	1,410	77	2/110	5.71	568
1948-52 "	1,590	1,440	52	75	6.29	466

1/ 1954-58 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 3 in 1954, 15 in 1955, and 11 in 1957.

Comparisons and Comments: Early in the 1959 season a very large fall eggplant crop was indicated. Plantings were above 1958 in both Florida and Texas and high yields appeared likely. However, unfavorable weather during the harvest season steadily reduced prospects. The Florida crop was damaged by frequent heavy rains while cold weather caused some damage in Texas. As a result of the problems experienced, total production was 9 percent smaller than in 1958 but about equal to the 1953-57 average. Although the adverse weather was detrimental to production, the interruptions in harvest helped maintain prices at levels well above a year earlier. Season average prices to growers were above 1958 and above the 1953-57 average. Under more normal circumstances the production from an acreage as large as in 1959 probably would be in excess of potential market outlets. Florida growers in particular likely would have difficulty in marketing their crops at profitable prices. For 1960, a reduction in planted acreage in Florida would provide ample supplies and improve prospects for a profitable operation.

1960 Guide: The 1960 guide is a planted acreage 30 percent less than 1959 in Florida and equal to 1959 in Texas. Such acreages, with no abandonment and 1954-58 average yields by states, will result in a production 8 percent more than in 1959.

1960 Acreage-Marketing Guides
Fall Vegetables

Lettuce - Early Fall

(New Jersey, Texas, New Mexico, Washington,
Oregon and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage 5 percent
more than in 1959) 33,260 1/ 142 4,628

Background Statistics

1959 Prel.	31,680	30,150	152	4,573	5.43	24,809
1958	36,800	35,250	133	<u>2/</u> 4,691	4.04	18,794
1953-57 Average	43,774	42,580	142	<u>2/</u> 6,044	4.21	25,393
1948-52 "	46,350	45,540	122	<u>2/</u> 5,575	4.12	22,406

1/ 1953-57 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 161 in 1948, 118 in 1949, 223 in 1950, 137 in 1952, 28 in 1953, 19 in 1954, and 38 in 1958.

Comparisons and Comments: A significant change in location of production has taken place in the lettuce industry during the early fall months. The Salinas Valley in California remains the most important source of early fall supplies. However, acreage there is down from former high levels as a number of grower-shippers moved their operations to other areas in the state and to the Willcox area in Arizona. California fall production in 1959 was only one-fourth of the 1949-57 average. Growers in New Mexico reduced acreage substantially in 1959 because of low prices in preceding years. The sharp cut-back in acreage in western producing areas was partially offset by high yields but the total early fall crop was 3 percent less than in 1958. In addition, the acreage in the competing Willcox, Arizona area was sharply below 1958. All factors combined to furnish a below normal supply of lettuce. Prices generally were moderate to high. In 1960, growers should be able to market a crop from an acreage moderately larger than in 1959.

1960 Guide: The 1960 guide is a planted acreage 5 percent more than in 1959. Such an acreage, with a normal abandonment of 2 percent and a 1953-57 average yield, will result in a production 1 percent more than in 1959.

1960 Acreage-Marketing Guides
Fall Vegetables

Lettuce - Late Fall

(Arizona)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and Probable Production

(planted acreage 5 percent less than 1959) 21,400

1/ 140 2,996

Background Statistics

1959 Prel.	22,500	21,500	155	3,332	4.25	14,161
1958	27,500	26,600	120	3,192	4.40	14,045
1953-57 Average	14,240	14,240	140	1,933	5.14	9,977
1948-52 "	14,000	14,000	116	2/ 1,583	4.90	7,609

1/ 1953-57 average yield.

2/ Includes 211,000 cwt. not marketed in 1949 and excluded in computing value.

Comparisons and Comments: The production of lettuce in Arizona for fall harvest continues to expand. Although the 1959 acreage was below 1958, yields were much higher and a record-large crop was produced, about 4 percent above 1958 and 72 percent above the 1953-57 average. Most of the acreage cutback took place in the Willcox area which usually competes with heavy supplies in central California. During 1959 there was a wide range in market conditions and prices. The early Willcox deal experienced very favorable markets, largely because of below normal California shipments. However, as harvest became heavy in central Arizona, prices dropped sharply. Low prices prevailed from late October through mid-November. Showers and cool weather reduced supplies during the last half of November but increasing shipments out of winter crop areas weakened the market again in December. In total, plantings in Arizona continue to be larger than necessary to produce adequate supplies. The Willcox area is about in balance but growers in the central producing areas need to make some acreage reductions if they expect to have a profitable season in 1960.

1960 Guide: The 1960 guide is a planted acreage 5 percent less than in 1959. Such an acreage, with no abandonment and a 1953-57 average yield, will result in a production 10 percent less than in 1959.

1960 Acreage-Marketing Guides
Fall Vegetables

Green Peas - Early Fall

(California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

1,600 1/ 35 56

Background Statistics

1959 Prel.	1,600	1,600	30	48	13.90	667
1958	1,900	1,900	23	44	11.20	493
1953-57 Average	2,340	2,260	37	84	10.48	879
1948-52 "	3,260	3,160	34	106	9.30	997

1/ 1954-58 average yield.

Comparisons and Comments: The acreage of peas for early fall harvest varies considerably from year to year but has shown a slow downward trend. Plantings in 1959 were 16 percent less than in 1958 and 32 percent less than the 1953-57 average. The weather generally was favorable through the first half of the harvest season and high yields were obtained. However, rains in October lowered prospects on later acreage. For the state as a whole yields were above the low level in 1958 but below average. Production was 9 percent larger than in 1958. Harvest became general by mid-September and moderate supplies were available through October. Market prices for good quality opened at high levels, then declined slightly as shipments increased. The season average price to growers was moderately higher than in 1958. The shift in consumer demand to frozen peas has sharply restricted potential market outlets for the fresh. The supply of frozen peas probably will be large again in 1960 and may further limit the market for the fresh. An acreage in 1960 equal to 1959 would provide ample supplies.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with no abandonment and a 1954-58 average yield, will result in a production 17 percent more than in 1959 but 33 percent below the 1953-57 average.

1960 Acreage-Marketing Guides
Fall Vegetables

Green Peppers - Fall

(Virginia, Florida and Texas)

Year	: Acreage :		Yield :		:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1960 Acreage Guide and
Probable Production
(planted acreage 10 percent
less than 1959) 6,000

1/ 54 308

Background Statistics

1959 Prel.	6,700	6,400	46	295	9.81	2,894
1958	5,600	5,200	62	325	10.30	3,348
1953-57 Average	7,860	7,410	48	<u>2</u> / 350	9.49	3,227
1948-52 "	7,570	7,270	41	299	9.99	2,887

1/ 1955-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 26 in 1954 and 5 in 1955.

Comparisons and Comments: Total planted acreage in 1959 was about a fifth larger than in 1958, but 15 percent less than the 1953-57 average. Texas and Virginia accounted for the increase; Florida acreage was unchanged. Acreage for harvest was 23 percent more than in 1958. However, unfavorable weather affected most of the fall crop and the average yield was low. Warm weather during August and September limited yields in Virginia, while heavy rains in October caused some acreage loss and reduced yields in Florida. A cold wave in late November further delayed crops in Florida. Movement from Texas continued until the late November freeze. With the low yield, production was 9 percent below 1958 and 16 percent below the 1953-57 average. The seasonal decline in volume from New Jersey during October and November was more rapid than usual, reducing competition. Also, shipments from the summer crop in California were below normal. Prices increased moderately as shipments from Virginia reached a peak in mid-November. Prices increased sharply early in December as only limited supplies were available from Florida producing areas. With normal competition and average yields, the 1959 acreage probably would have resulted in a surplus crop.

1960 Guide: The 1960 guide is a planted acreage 10 percent less than in 1959. Such an acreage, with average abandonment of 5 percent and a 1955-58 average yield, will result in a production 4 percent more than in 1959 but 12 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Fall Vegetables

Spinach - Early Fall

(Massachusetts, Connecticut, New York, New Jersey,
Pennsylvania, Ohio and Missouri)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: (1,000 cwt.)	: Production:	: Price (\$ per	: Value (\$1,000
	(acres)	(cwt.)			cwt.)	
1960 Acreage Guide and Probable Production (planted acreage equal to 1959)	6,050	1/ 59		336		
<u>Background Statistics</u>						
1959 Prel.	6,050	5,200	53	275	6.86	1,887
1958	6,430	5,730	56	319	5.75	1,834
1953-57 Average	6,278	5,754	62	358	5.61	2,001
1948-52 "	8,160	7,918	65	2/ 514	5.01	2,498

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 37 in 1949 and 17 in 1950.

Comparisons and Comments: Production of early fall spinach in 1959 was down almost 14 percent from 1958 and was only one-fourth of the 1953-57 average. Although the acreage and production of this crop in most early fall states has been trending downward since 1950, the principal cause of the sharp drop in 1959 was a sharp cut in plantings in Pennsylvania. Also, unusually hot, dry weather prevailed in many production areas. Although growers irrigated freely, some acreage was lost, yields were lowered and harvests were delayed several weeks. Supplies were limited until late September and prices were at high levels. Shipments increased during October with a peak movement and seasonally low prices occurring near the end of the month. Prices reached relatively high levels again late in the season; a light late fall crop contributed to the strong market. For the season, prices to growers averaged well above 1958 in all states. In 1960, growers could probably market successfully a production moderately larger than in 1959. However, a planted acreage equal to 1959 would result in a sufficient increase, provided abandonment and yields are more near average.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with a normal abandonment of 6 percent and a 1954-58 average yield, will result in a production 22 percent more than in 1959.

1960 Acreage-Marketing Guides
Fall Vegetables

Spinach - Late Fall

(Arkansas, Oklahoma, Maryland and Virginia)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: (1,000 cwt.)	: (\$ per cwt.)	: (\$1,000)
	(acres)	(cwt.)			

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

2,850 1/ 45 106

Background Statistics

1959 Prel.	2,850	1,950	40	78	6.08	474
1958	2,550	2,250	50	112	4.64	520
1953-57 Average	2,840	2,210	45	99	4.94	491
1948-52 "	4,170	2,890	45	130	4.83	606

1/ 1954-58 average yield.

Comparisons and Comments: Unfavorable weather resulted in a relatively small late fall spinach production in 1959. Hot, dry conditions adversely affected the crop during the first half of the season. Then heavy rains during October caused some acreage loss and reduced yields in all areas. The group average yield was considerably below 1958 and 11 percent below the 1953-57 average. The reduced acreage for harvest and lower yields resulted in a production 30 percent less than in 1958. Limited supplies were available by late October and the peak movement occurred from mid-November to mid-December. The small production in conjunction with less than normal competition resulted in prices being relatively high most of the season. Prices to growers for the season were well above 1958. In most years growers should be able to find a satisfactory market for a crop larger than was produced in 1959. If abandonment and yields are closer to average in 1960, a planted acreage equal to 1959 would provide supplies adequate to meet market needs at reasonable price levels.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with a normal abandonment of 17 percent and a 1954-58 average yield, will result in a production 36 percent more than in 1959.

1960 Acreage-Marketing Guides
Fall Vegetables

Tomatoes - Early Fall

(California)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

20,500

1/ 165

3,382

Background Statistics

1959 Prel.	20,500	20,500	180	3,690	8.10	29,889
1958	20,800	20,800	160	3,328	6.80	22,630
1953-57 Average	19,360	19,360	168	3,229	6.81	22,075
1948-52 "	18,820	18,820	135	2,514	6.78	17,080

1/ 1954-58 average yield.

Comparisons and Comments: Although experiencing a rather unprofitable season in 1958, growers reduced acreage only slightly in 1959. The smaller acreage was offset by above average yields, resulting in production 11 percent above 1958 and 14 percent above average. Shipments began in August and rapidly increased to volume proportions by mid-September, at which time excessive rainfall in the central valleys interrupted harvesting operations for several days. Considerable production was lost in the Stockton-Tracy district, but drying north winds following the rain kept the damage from becoming more severe. Thereafter, shipments gradually increased again and peaked the latter half of October. Movement from the important Stockton-Tracy district declined rapidly after early November. However, late season shipments were larger than expected because of heavy second picking. Volume movement from the Oxnard district ended much earlier than usual. With less competition from summer areas than usual, f.o.b. prices at Northern San Joaquin Valley points opened at relatively high levels. After a moderate decline for a period following the adverse weather, prices again climbed to high levels for the remainder of the season. The following Florida fall crop was delayed and volume was light. This helped maintain prices at high levels.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with no abandonment and a 1954-58 average yield, will result in a production 8 percent less than in 1959 but 5 percent above the 1953-57 average.

1960 Acreage-Marketing Guides
Fall Vegetables

Tomatoes - Late Fall

(Florida and Texas)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(planted acreage equal
to 1959)

12,500

1/ 105

1,195

Background Statistics

1959 Prel.	12,500	9,200	57	526	12.92	6,798
1958	12,600	11,000	104	1,146	7.96	9,127
1953-57 Average	16,040	14,620	87	1,271	8.50	10,675
1948-52 "	23,660	19,140	51	951	8.30	7,860

1/ 1954-58 average yields by states.

Comparisons and Comments: The 1959 late fall crop was one of the most disastrous ever experienced by growers of either state. From early season to late November, hot weather and intermittent heavy showers and rains in Florida plagued various growing areas almost constantly. The hot weather caused heavy shedding of bloom, while rains leached fertilizer and made disease control difficult. Substantial acreage losses from flooding occurred in Dade County. A cold wave the first week of December caused further severe damage. Light harvesting was in progress by mid-October, with heaviest shipments the last half of November. Cullage was heavy. The downward trend continued in Texas planted acreage. The small Texas crop developed under generally favorable growing conditions, with volume movement expected by late November. Cold waves in mid and late November caused extensive losses and only a little over a fourth of the acreage was harvested. Prices were at high levels throughout the fall season, reflecting the below normal supplies available.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with normal abandonment and 1954-58 average yields by states, will result in a production slightly over double that in 1959 but 6 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Sweetpotatoes

(New Jersey, Missouri, Kansas, Maryland, Virginia, North Carolina,
South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama,
Mississippi, Arkansas, Louisiana, Oklahoma, Texas and California)

Year	Acreage		Yield	:	:	:
	Planted	For Harvest	Per Acre	Production	Price	Value
	(1,000 acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1960 Acreage Guide and
Probable Production

(see 1960 guide
below)

279.7 1/ 63.8 17,467

Background Statistics

1959 Prel.	286.4	275.1	68.0	18,703	3.06	60,724
1958	272.0	265.8	65.4	17,383	3.60	65,720
1953-57 Average	324.9	316.2	58.1	18,306	4.11	74,889
1948-52 "	417.9	410.1	52.3	21,563	4.55	92,990

1/ 1956-59 yield by states.

Comparisons and Comments: Despite marketing difficulties the last half of the 1958-59 season, 1959 planted acreage was increased 5 percent over 1958. The largest increases occurred in Louisiana and Virginia, with smaller increases occurring in several states. This increased acreage, combined with a record high yield, produced a crop moderately larger than 1958. Most of the increase in the U. S. average yields obtained in recent years has been accounted for by the shift in the relative importance between producing areas. Acreage has been steadily declining in the low-yielding southeastern states, resulting in an increasing proportion of acreage in the higher yielding states. However, the increasing use of certified seed has also contributed to higher yields, particularly in Louisiana and North Carolina. With the exception of 1956, U. S. average yields have steadily increased since 1954. The 1959 estimated yield is almost a third above 1954.

Louisiana planted acreage was increased by 4,000 acres over 1958, with most of this increase occurring in the Oak Grove section in northern Louisiana. Crops in a narrow belt on the eastern fringe of the main sweetpotato section were so seriously damaged by cucumber beetles that much of this production was not marketed. Shipments of fresh market sweetpotatoes through January 16, 1960 totaled 3,269 carlot equivalents - 6 percent below the same date a year earlier. With production up 5 percent, indications are substantial storage stocks will be available for the remainder of the season. Through the week ending January 16, 1960, movement of sweetpotatoes to processors was 10 percent less than a year earlier. Louisiana usually produces between a fourth and a third of the total U. S. production; the 1959 crop was 27 percent of the total.

The upward trend in acreage and production continued in Virginia in 1959. Acreage was increased 3,400 acres, while production was increased 15 percent. Practically all of the upward trend has occurred in the Eastern Shore production area. Encountering marketing difficulties with the 1959 crop, it appears that Virginia production has expanded beyond current market potential. Estimated January 1, 1960 storage stocks were considerably larger than normal, especially on the Eastern Shore. Where formerly the season average price varied around the U. S. average price, in the most recent years the Virginia price has consistently been well below the U. S. average price. For the last 3 years the Virginia season average price has been the lowest of any state. Processing has become an increasingly more important outlet for part of the crop (small sizes) and with a different price base this has had some effect in lowering the season average price. Nevertheless, a careful evaluation of the difficulties being faced by the industry is necessary if growers, especially on the Eastern Shore, are to adjust their production to a more profitable and stabilizing basis.

The long-time trend has been a decreasing per capita consumption of fresh sweetpotatoes. From a per capita consumption of well above 20 pounds in the 1930's, a relatively steady decline to 6.6 pounds per person in 1958 has occurred. Simultaneously, during recent years, the per capita consumption of canned sweetpotatoes has steadily increased. Although at a relatively low level of 1.1 pounds per person in 1958, this is about a sixth the size of fresh consumption.

With 1959 production in excess of market requirements, prices into early 1960 have been depressed since early season at the lowest levels in years. Since most of the increased production occurred in states supplying the bulk of storage supplies, prices are expected to continue at low levels. To assure reasonable returns to growers, it is important that production be adjusted in line with market requirements. With a major share of the marketing difficulties for the 1959 crop season attributable to the increased acreage in Louisiana and Virginia, acreage cuts are recommended in these two states for 1960.

1960 Guide: The 1960 guide is a planted acreage 10 percent less than 1959 in Virginia, 5 percent less than 1959 in Louisiana, and equal to 1959 in all other states. Such an acreage, with normal abandonment and a 1956-59 average yield by states, will result in a production 7 percent less than in 1959 and 5 percent less than the 1953-57 average.

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Washington 25, D. C .**

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